APRIL

Look

Trade Mark

THE MONTHLY PICTURE MAGAZINE

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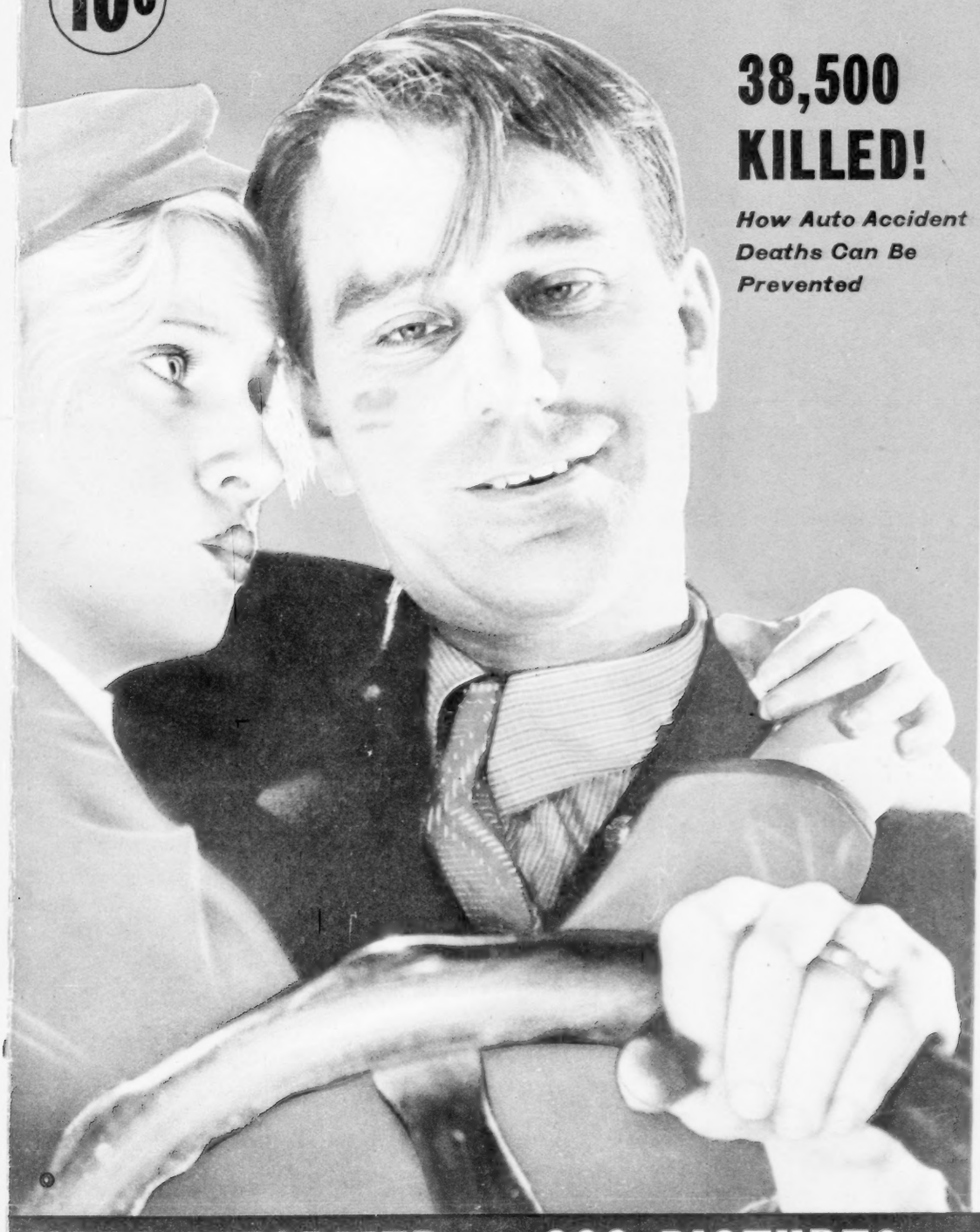


38,500 KILLED!

How Auto Accident Deaths Can Be Prevented

SUCCESS SECRETS

Great Men Teach You How To Win

MARLENE DIETRICH

Little Known Facts—Rare Pictures

CHEATING DEATH

How Man Is Shot From Cannon

CHILD LABOR

Two Million Fill Jobs Which Men Need

KEEP INFORMED . . . 200 PICTURES . . . 1001 FACTS!

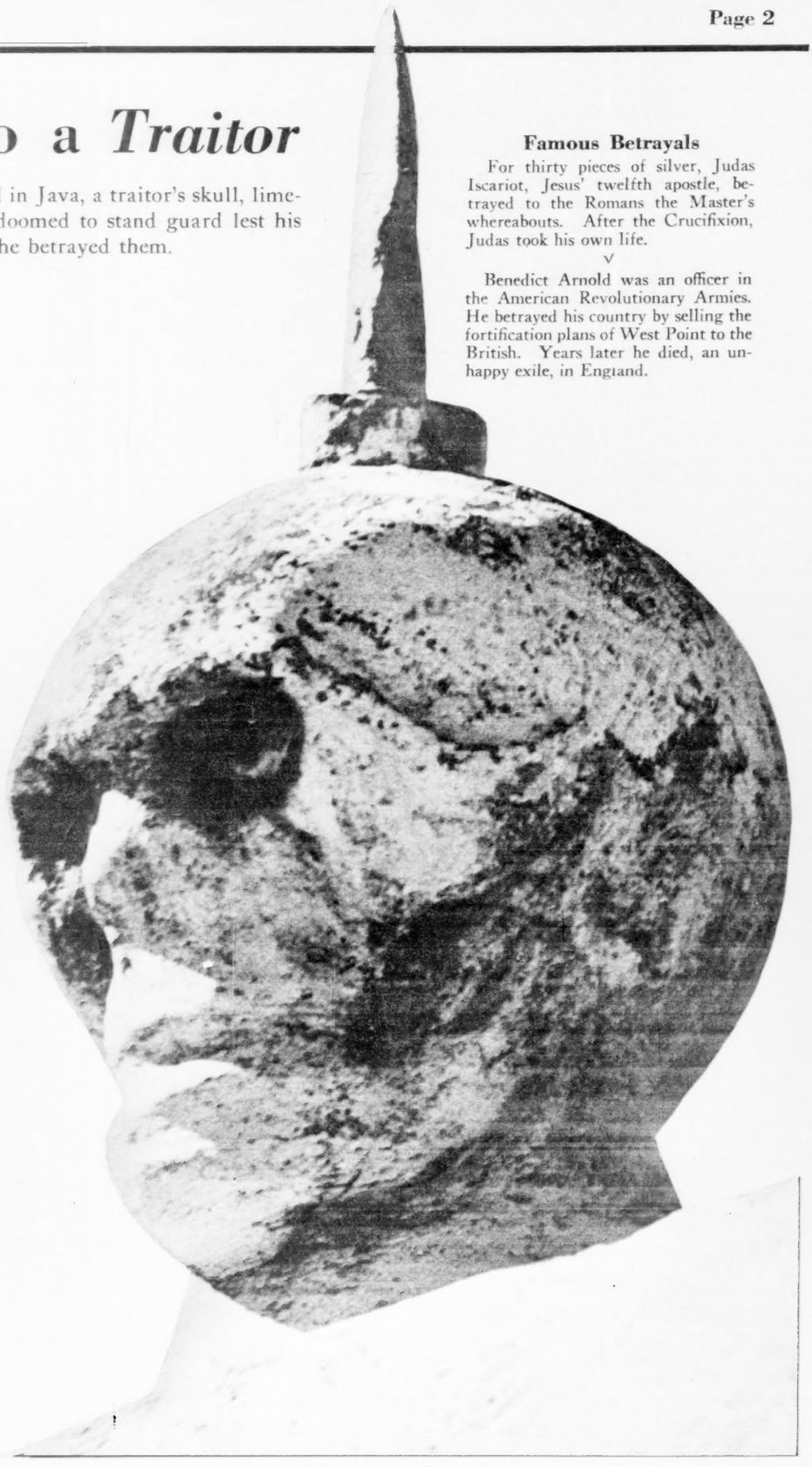
Monument to a *Traitor*

Through the centuries, on this wall in Java, a traitor's skull, lime-covered and impaled on a spear, is doomed to stand guard lest his countrymen forget the story of how he betrayed them.

Epitaph of Shame

In the Dutch and Indian language, an inscription below the skull reads, "In disgraceful memory of the punished traitor of his country Pieter Erberveld. Nobody should build or plant on this place. Batavia, April 14th, 1722."

(Pix. Photos)



He Will Never Know Peace

Underneath the coating of lime, is the skull of a man, Pieter Erberveld, a Dutchman of mixed blood. Two hundred years ago, in far away Batavia in Java, he led the Javanese of this Dutch colony in revolt against his country. The Dutch caught and hanged him, pierced his head with a spear and placed it high on a church wall, that his shame might live after him.

Famous Betrayals

For thirty pieces of silver, Judas Iscariot, Jesus' twelfth apostle, betrayed to the Romans the Master's whereabouts. After the Crucifixion, Judas took his own life.

V

Benedict Arnold was an officer in the American Revolutionary Armies. He betrayed his country by selling the fortification plans of West Point to the British. Years later he died, an unhappy exile, in England.

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LOOK, April, 1937 — Vol. 1, No. 4.

LOOK *Asks YOU to . . .*

. . . STOP this SLAUGHTER

Motorists and Pedestrians attention!

On this and the following pages, LOOK presents a vivid picture story of traffic accidents—most of which could have been prevented.

The pictures are not pretty.

But neither is the sorrow—regret and human suffering—left in the wake of 38,500 motor vehicle deaths each year in the United States.

This appalling death toll MUST be cut down.

If these pages have the same sobering effect on auto drivers and pedestrians that they have on LOOK editors the result will be more cautious and careful driving.

LOOK salutes the National Safety Council, Inc., and other organizations and individuals who are trying to educate America to save lives on the highways.

Let's stop this senseless massacre. It CAN be done.

There On the Sidewalk His Own Wife Lay Dead

(International News photo)

This picture, a prize example of news photography, has been widely used. LOOK feels it portrays better than words the sorrow which follows every automobile tragedy. This man, attracted by a gathering crowd, is horror-stricken to find the victim his own wife.

She was killed when a car swerved up over a curbing to avoid a collision. If both drivers had approached the intersection with CARE, this picture would never have been taken. If YOU had caused a scene such as this, could you ever FORGET it?

(. . . Continued on Next Page)

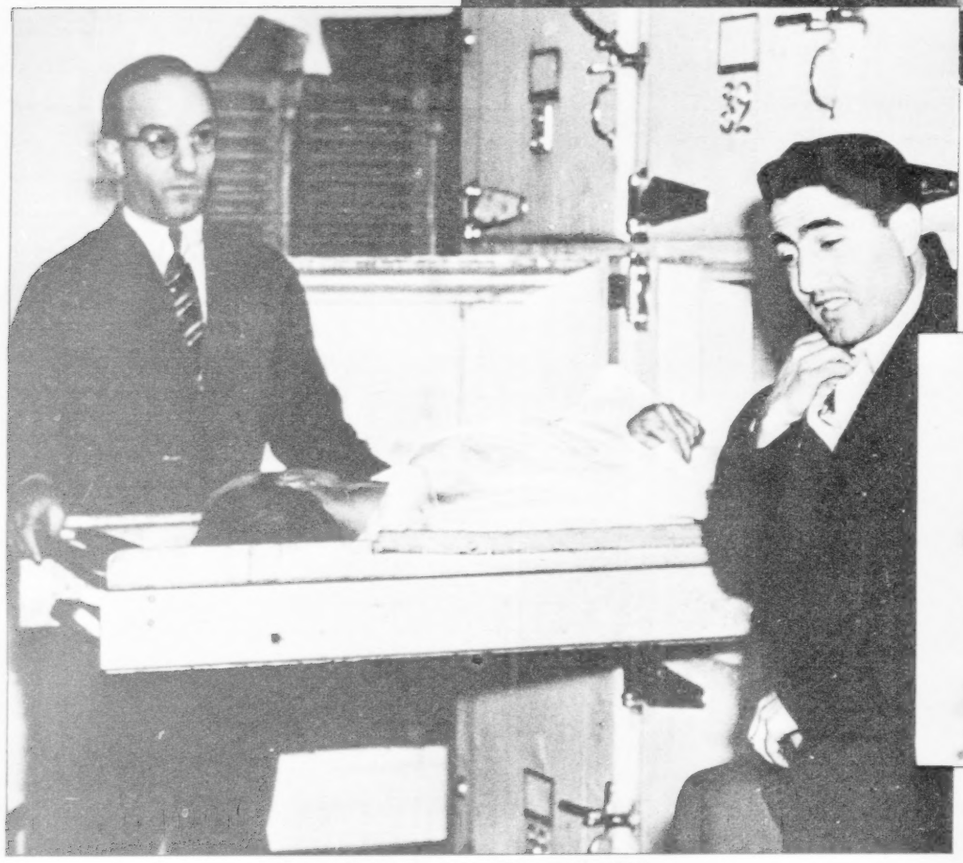
Reckless Drivers

. . . Some judges punish traffic law violators by forcing them to look at auto accident victims at the morgue.

A Scene At the Morgue

Too often auto accident victims end in the morgue. Traffic court judges in some cities send reckless drivers to morgues to see the dead bodies of auto accident victims.

The men in the above picture show how most drivers are affected and are taught a lesson. Spare yourself this unhappy experience by driving carefully. Don't take chances; TAKE YOUR TIME.



He Can't Come Back To Life

This picture, too, is something for a driver to remember. It is another morgue scene.

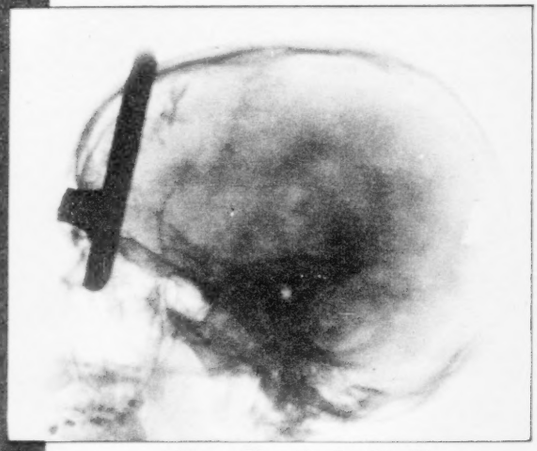
Maybe the victim was jay-walking when an automobile struck. Maybe the driver was at fault. A safe bet is that the dead would still be alive today if everyone concerned had obeyed traffic and safety rules.

(Rudy Arnold photos)

Remember this: When you break any traffic law the joke is NOT on the police. It is on YOU.

Some drivers can drive safely faster than others can. Find your speed and stick to it.

Don't drive if you are tired or if you have been drinking. And NEVER try to "show off."



Door Handle In Skull

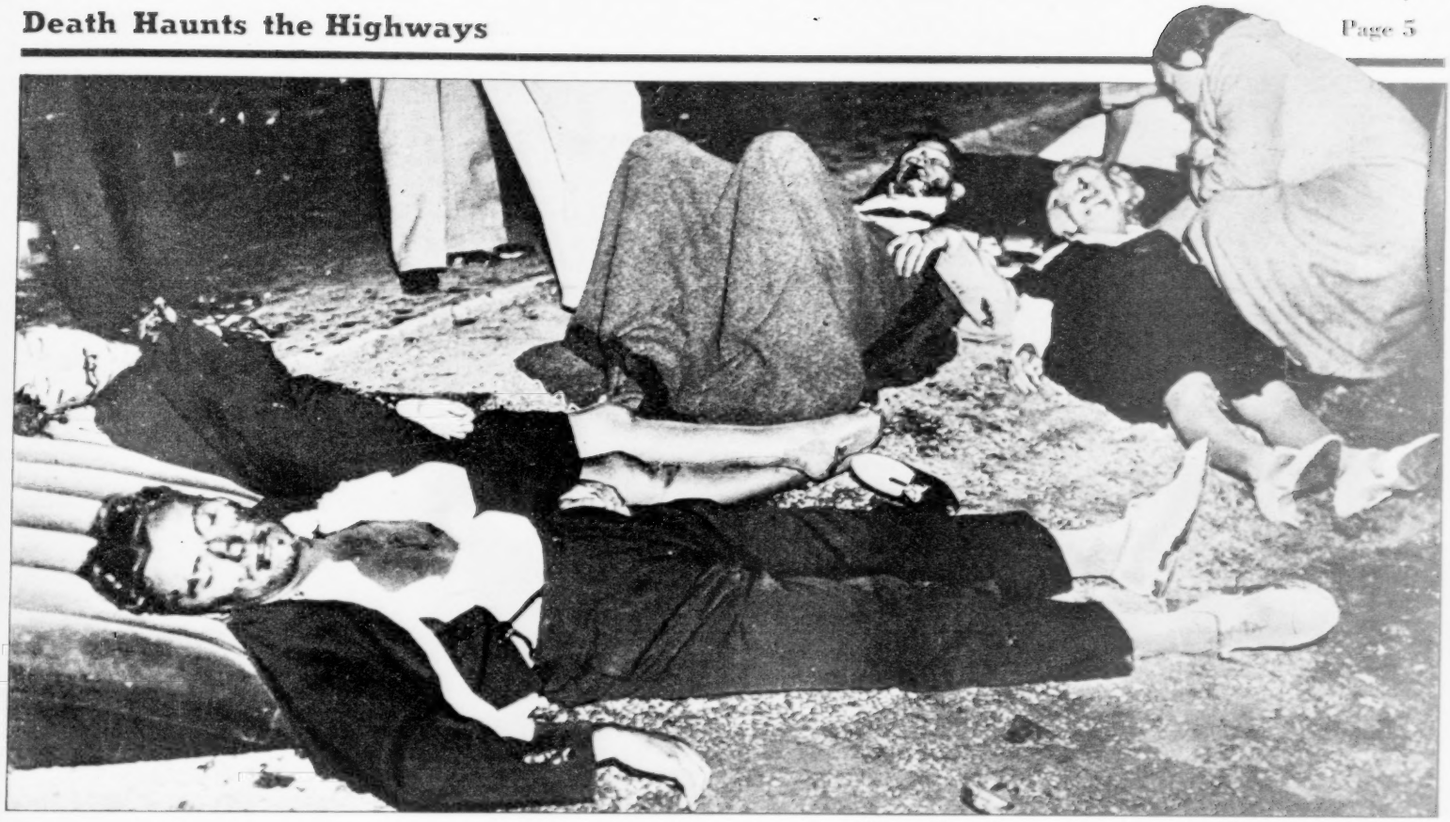
This X-ray picture shows a door handle imbedded and broken off in a man's skull.

He collided with a parked auto while riding a motorcycle. He lived, lost an eye.

Many motor car makers are eliminating sharp handles, dangerous knobs, but they alone cannot solve the problem.

YOU must do your share. PLAY SAFE.

SPEED alone does not cause accidents, but speed will make any accident worse.



Here Headlights Glared

Two killed; six injured. Drivers were blinded by glaring headlights, collided

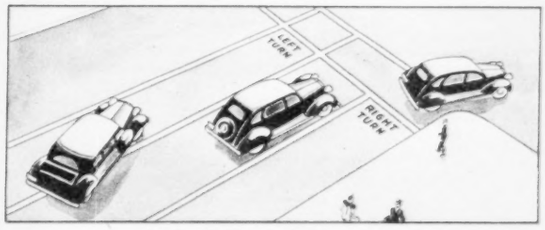
Collisions between cars kill 26 of every 100 auto accident victims in the U. S.

Night accidents are the more serious.

Top speed for SAFE night driving is 35 miles an hour.

When passing oncoming cars at night, lower your own lights, keep well over to right, watch your side of the road.

The Cost *of Being* Careless



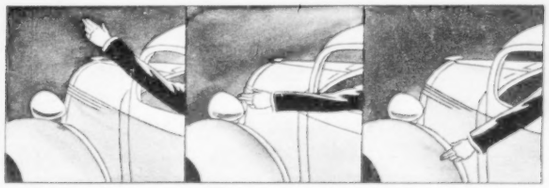
Safe Habits of Driving

The courteous driver is the safest driver. He is careful about turning, stopping, signaling.

LOOK'S artists have sketched, above, the proper positions for making turns at corners, and, below, the proper signals for turning, slowing or stopping.

Many deaths result yearly because some drivers do not signal and some drivers do not heed signals.

LOOK urges YOU to use signals, watch for the other driver's signals. It may save your life.



Right Turn **Left Turn** **Slow or Stop**

(Acme, International photos)

Head-on Collision

This girl was hurt, her father killed in the wreck.

Safe drivers must be prepared to meet emergencies, must keep in mind that the other driver may be doing something WRONG.

Recently in a city of 160,000 people, 12 traffic violations by motorists or pedestrians were counted IN 15 MINUTES at one corner.

Multiply these figures by the number of corners in the city and then by the number of such cities in the U. S. and you get some idea of the traffic problem.

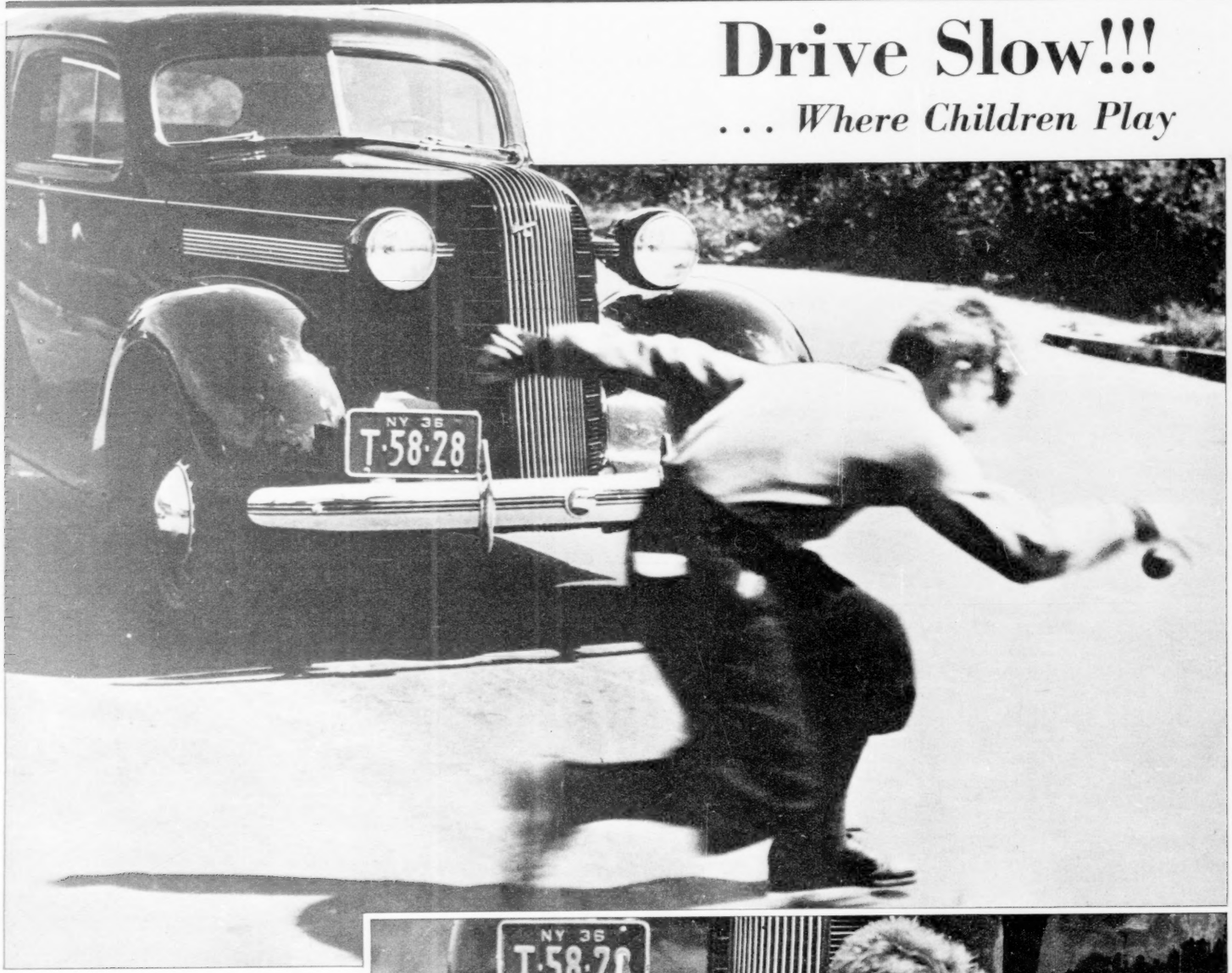
Any one of those traffic violations held possibilities of tragedy.

LITTLE MISTAKES MAKE BIG ACCIDENTS.

(. . . Continued on Next Page)

Drive Slow!!!

. . . *Where Children Play*



Danger

Playing in streets is dangerous. Motorists often are confronted suddenly with such emergencies as this, and must be prepared.

Children always have dashed into traffic for a ball, and probably always will, despite the good work the schools are doing in traffic safety education.

Parents must warn children to look carefully before running off playgrounds or sidewalks into the street, and motorists must drive slowly and carefully whenever children are playing near.

One Arm Drivers

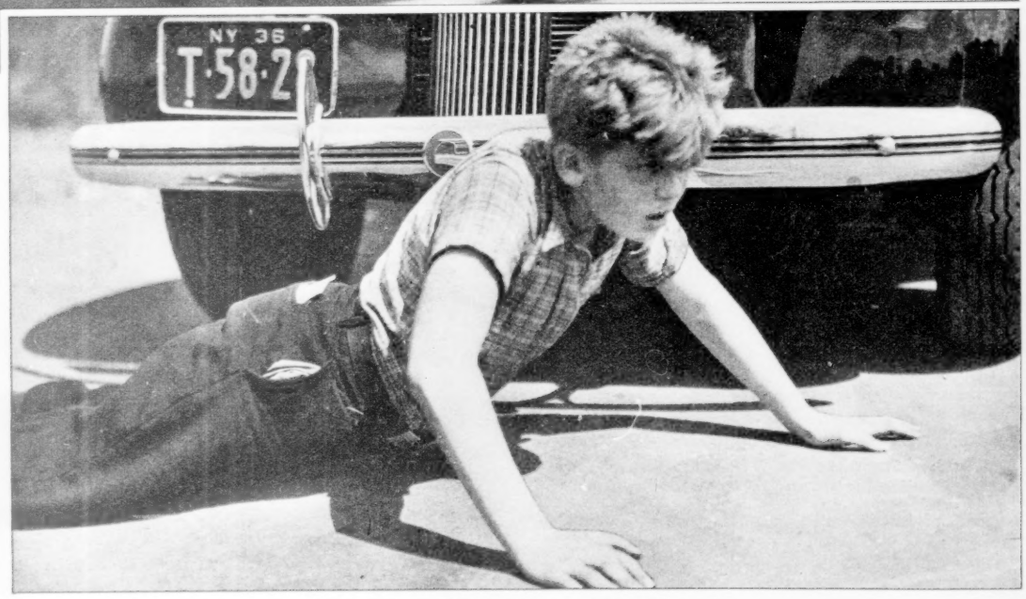
The picture on LOOK'S cover presents a dramatic safety lesson.

This driver's mental reflexes are too dulled by liquor to act quickly should danger loom suddenly.

Liquor and love contribute to many fatal accidents.

Picture is used by permission of Kaufmann-Fabry, copyright owner.

(Lionel Green Photos)



Could You Have Stopped In Time?

Careful driving and good brakes usually mean the difference between life and death when emergencies arise.

This boy who thoughtlessly chased his ball into the street fell in front of this car. He learned a good lesson in safety, happily, and suffered nothing worse than a bad scare because the car driver was careful, and his brakes were good.

Would the child have been as fortunate if it had been YOUR car?

. . . *These Children Are Too Young To Die*

Problems for Parents

Roller-skating and bicycling, healthful sports for youngsters, easily may bring tragedy on a street such as shown here.

Young cyclists alone often present a traffic hazard, especially if they weave along instead of traveling straight, close to the curb.

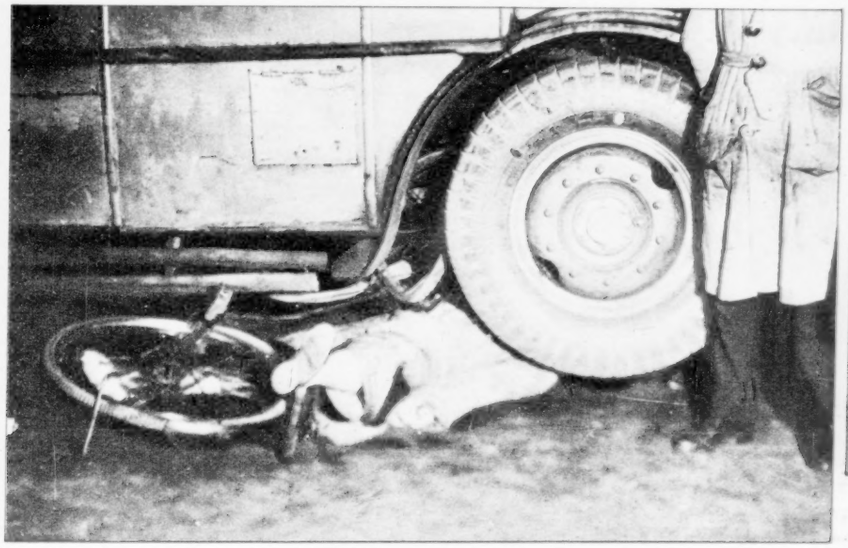
Cyclists should never allow playmates to "hang on" as these girls are doing, nor should they ride double on bicycles.

Going To the Hospital?

Bicyclists should NEVER do this.

Motorists should never allow it.

The boy may lose control, fall under the rear wheels of this car or fall under another car. In either case he might be killed or crippled.



Too Late Now

This is what may happen to a thoughtless or careless cyclist.
A bus has pinned this victim to the ground, wrecking his bicycle. The cyclist died.

(Brown Bros., Globe, Lionel Green Photos)

Will This Save Lives?

An English inventor has made this safety device for autos and trucks. Here he is demonstrating it.

The theory is that light metal guards in front of the wheels either will push the pedestrian out of the way or push him along until the truck can be stopped.

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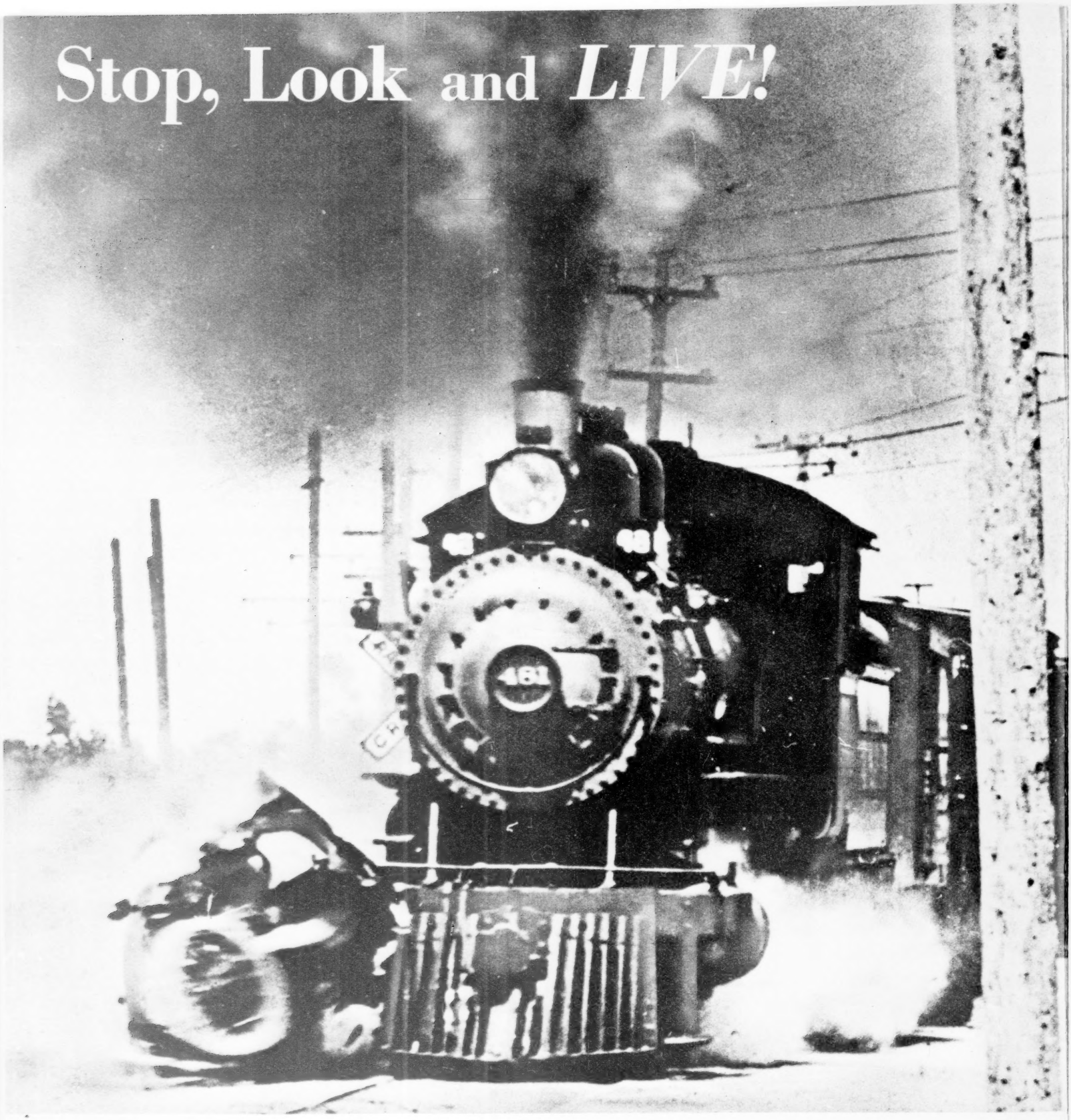
Stop, Look and *LIVE!*



A Train and Automobile Meet on a Grade Crossing

This unusual picture, snapped at the exact moment a railroad locomotive and an automobile met, tells a dramatic story which every motorist should take seriously. It portrays vividly what little chance the occupants of an automobile have of surviving such a collision.

This is the most dangerous type of automobile accident, yet there were 3,514 just such crashes in the United States during 1935. In those 3,514 accidents, 1,680 persons were killed and 4,658 injured.

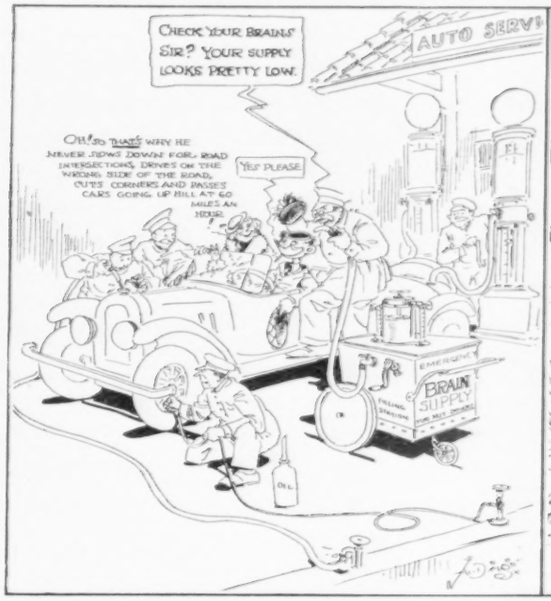
(Brown Photo)

Not all railroad crossing accidents are like the one pictured here. Statistics reveal that, in about one out of five daytime crossing accidents, and about half of night crossing accidents, the automobile crashes into the side of a stalled or moving train.

If YOU would help cut down this terrible crossing death toll, follow this rule. Always approach a railroad crossing with the idea in mind that THERE IS A TRAIN COMING, that THERE IS DANGER.

Be SMART and *Live*

Longer Life Is the Dividend for *BRAINS*


CHECK YOUR BRAINS SIR? YOUR SUPPLY LOOKS PRETTY LOW.
AUTO SERV
OH! SO THAT'S WHY HE NEVER SLOWS DOWN FOR L. ROAD INTERSECTIONS, DRIVES ON THE WRONG SIDE OF THE ROAD, CUTS CORNERS AND PASSES CARS GOING UP HILL AT 60 MILES AN HOUR.
YES PLEASE
BRAIN SUPPLY

Ding's Cure for Dumb Drivers

J. N. (Ding) Darling, famous cartoonist, is one of the greatest advocates of safety on the highway. The caption with this cartoon from his talented pen said: "Ah, Then Maybe We'll Have Safe Driving Conditions."

THE ROMANS KILLED 4941 GLADIATORS IN 117 ROMAN HOLIDAYS
BUT WITH ALL OUR MODERN IMPROVEMENTS THE BEST WE CAN DO IS ONLY ABOUT 38,500 IN 365

Gruesome Humor

With this cartoon showing the reckless and careless tendencies of drivers, Ding's caption was: "Who Said Machines Were So Much More Efficient Than Hand Labor?"

(Courtesy Des Moines Register)

Their car plunged from an upper level of a bridge to a lower one, almost careening into a river.

Remember

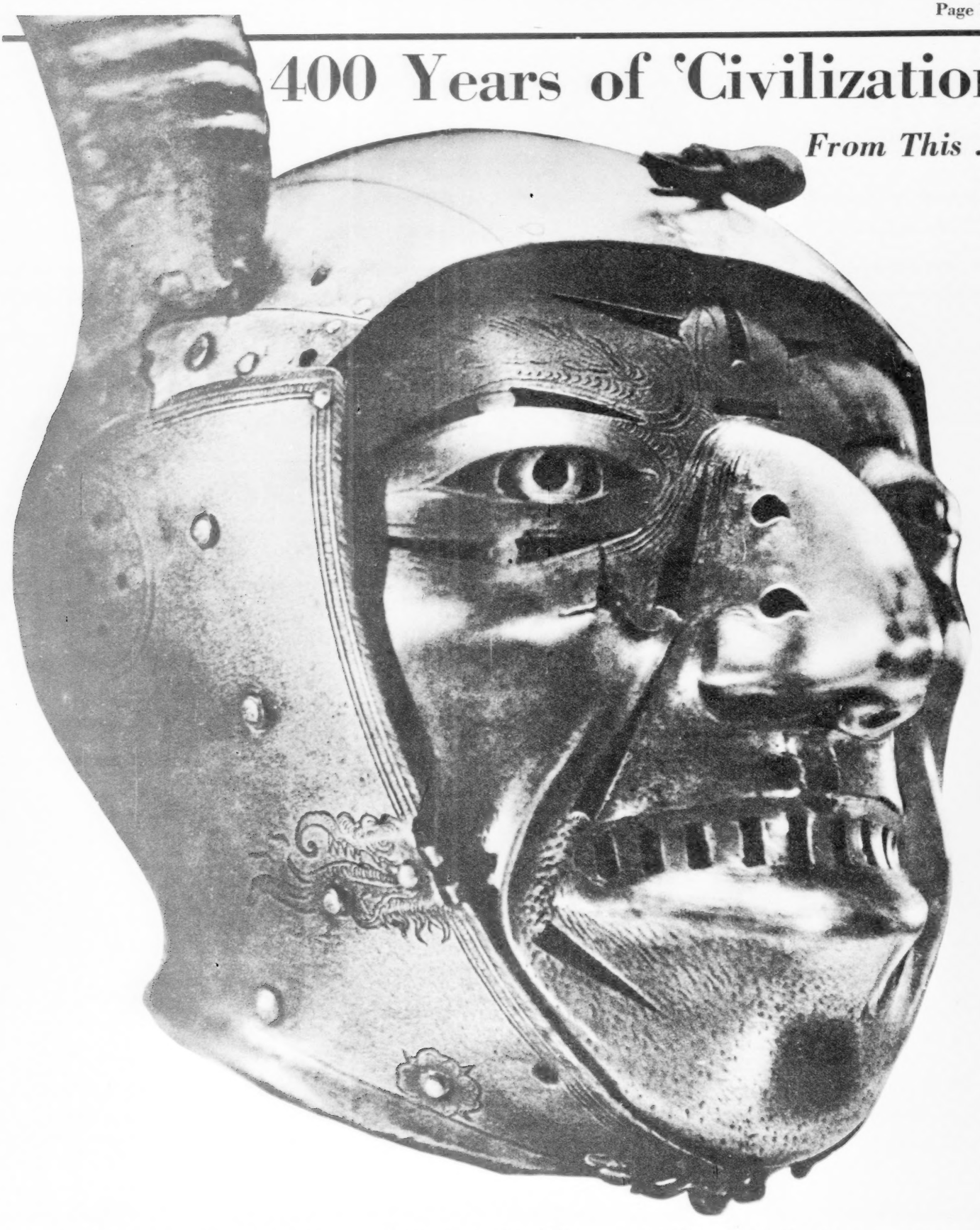
Nearly all auto accidents are preventable. This is the moral LOOK has endeavored to picture for you. Be sure of your car. Have it inspected regularly.

Never drive when you are tired, ill, or after you have been drinking. Observe all traffic laws. Do your part to help cut the appalling toll of traffic tragedies.

(International News photo)

400 Years of 'Civilization'

From This . . .



1537
Soldier

This helmet is from a suit of armor worn by Henry VIII, king of England from 1509 to 1547.

The armor is now in the famous Tower of London. It is the oldest armor there and is considered the finest in existence.

This piece was called an armet, which simply means a close-fitting helmet.

(Pix photo)

It could not be torn off in battle, even if the wearer fell from his horse when struck with sword or lance.

Although firearms were known at that time, they were not in general use for warfare.

Under the helmet, Henry wore a padded hood for comfort.

This helmet is more richly decorated than most armor was.

. . . To This

1937 Soldier

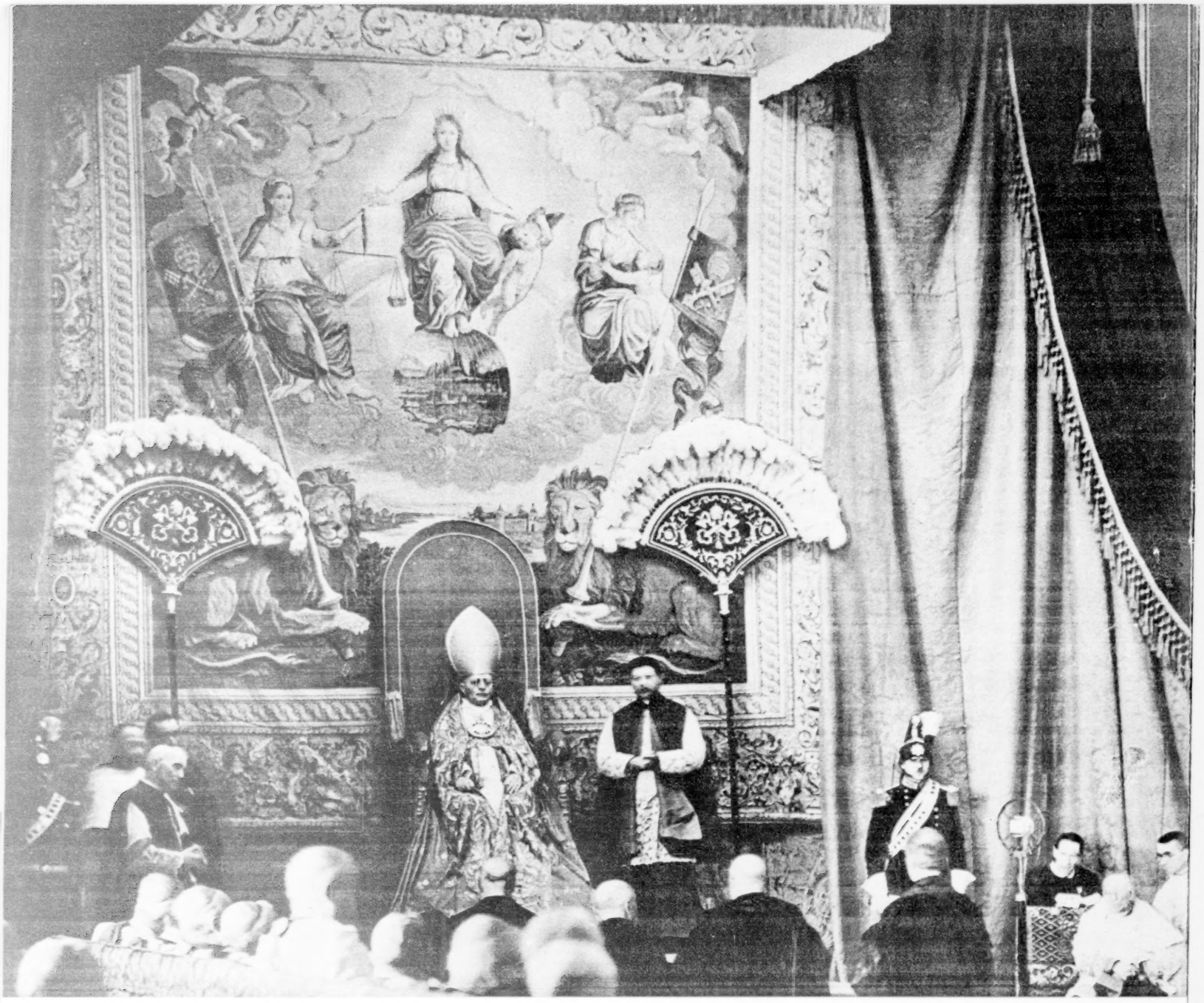
Today, 400 years after Henry VIII, men still wear masks for protection.

This modern mask is worn by airplane pilots of Great Britain's vast airforce, who must venture into high altitudes where the air is rare, lacking in oxygen.

The extension in front of this mask provides the oxygen for the pilot. The tube leads to the oxygen tank.

Notice how the ear shields bulge. This bulge provides room for the earphones the pilot wears.

The wires leading to the earphones can be seen.



Pope Pius XI presiding at a public consistory in the Vatican, 1935

The Pope of Peace

A newborn babe, Achille Ratti, lay in his crib in a humble Italian home. The sun shone behind a church tower, cast the shadow of a cross into the room. The shadow rested on the baby's crib.

That was in 1857.

In 1922, that babe became Pope Pius XI, the 261st head of the Roman Catholic church.

v

When a boy he was an industrious student. He early decided to enter the priesthood.

As a priest, mountain climbing was his favorite sport. Once his guide slipped into a crevice. The priest wrapped his robe around his waist, rescued the guide after a great struggle.

He climbed the Matterhorn, Mt. Blanc, Vesuvius, published pamphlets and a book on climbing.

(Pictures, Inc. photo)

He introduced radio, telephone, autos to the Vatican, encouraged others to engage in sports.

The Vatican is filled with priceless art treasures, but the Pope's living quarters are as simple as the rooms of any parish priest.

v

Before his illness, his daily schedule was: 6:30, he arose, dressed, shaved; 7:30, said mass in his private chapel, breakfasted; 8:30 to 4, received all callers, from kings to humble pilgrims; 4, he dined alone while a secretary read to him; 4:30, he was driven in the Vatican grounds; in the evening he received more callers, retired at 10:30 after a light supper and prayers.

He ate simply; a few monks prepared his soup, meat, fish, cheese, fruit, bread and milk.

World-wide peace was his great goal.

He won fame as a diplomat and a scholar, even before he became Pope.

He and Mussolini signed the Lateran Pact in 1929, ending a long feud between Church and State.

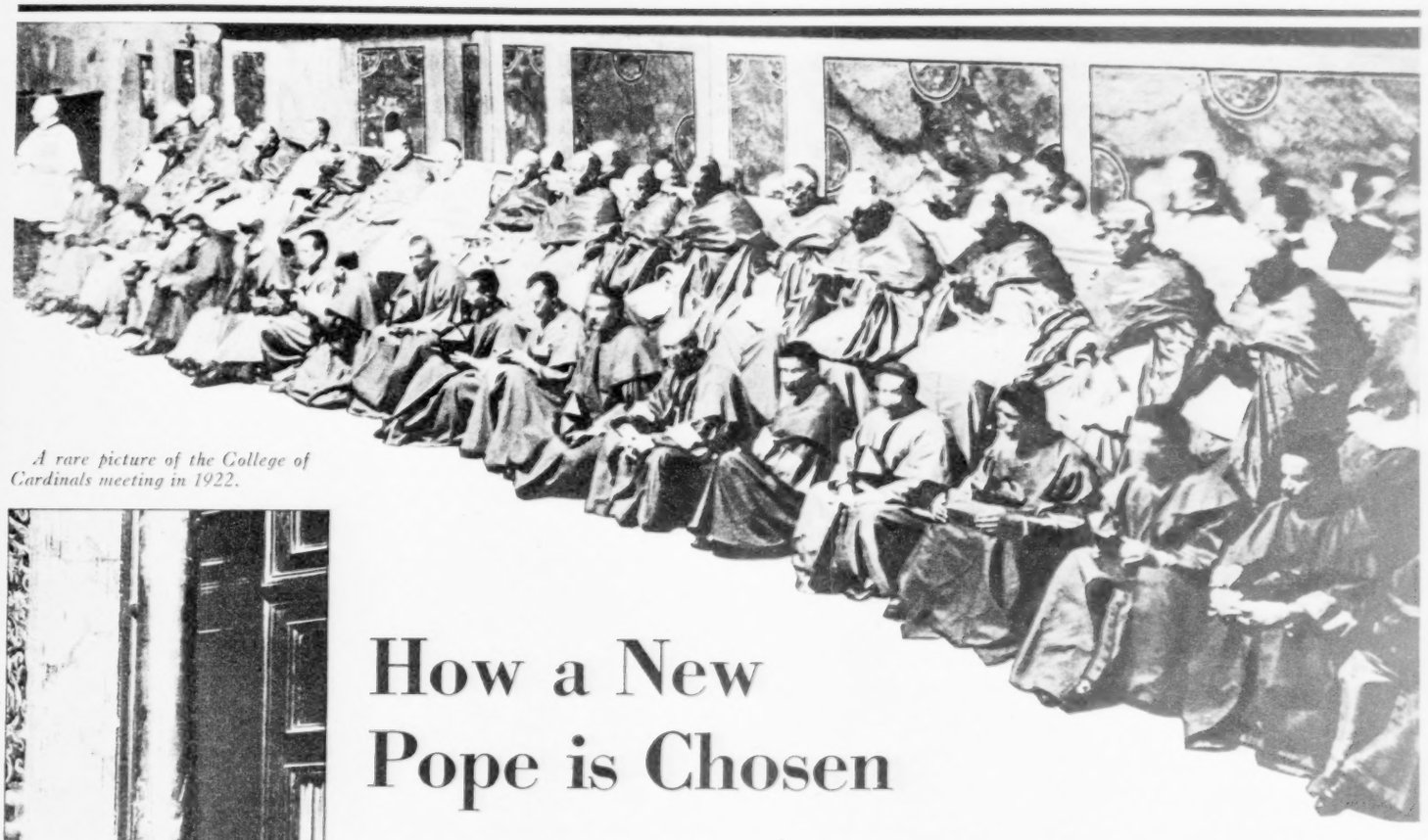
v

Once a week, on Fridays, the Pope himself knelt before a simple mortal.

A modest little priest, who did not occupy a position of rank, quietly mounted the steps to the papal suite and in his chapel listened to the Pope's confession, granted him absolution.

For even the Pope, to whom millions look up as God's earthly representative, may sin as a man.

Then his confessor knelt, received the papal benediction.



A rare picture of the College of Cardinals meeting in 1922.

How a New Pope is Chosen

Any male Christian, not a heretic or near relative of a former Pope, may be chosen. But for 600 years Popes have been chosen from the College of Cardinals (66 members today).

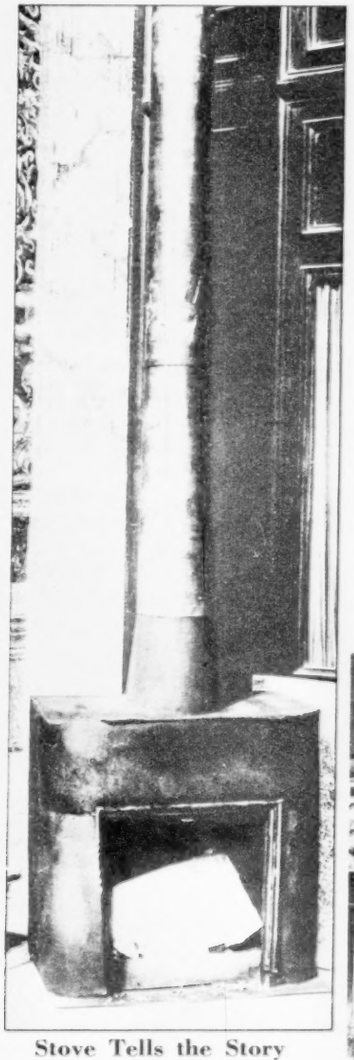
The Cardinals meet 15 days after death of a Pope. Then Vatican doors are sealed shut; all communication with outside world is banned.

Secret ballots are taken until one Cardinal receives two-thirds of votes.

He is asked if he accepts office, what name he will take.

He answers, dons papal robe and Fisherman's Ring, and is presented to waiting crowd outside.

Since 1591, all Popes have been Italian.



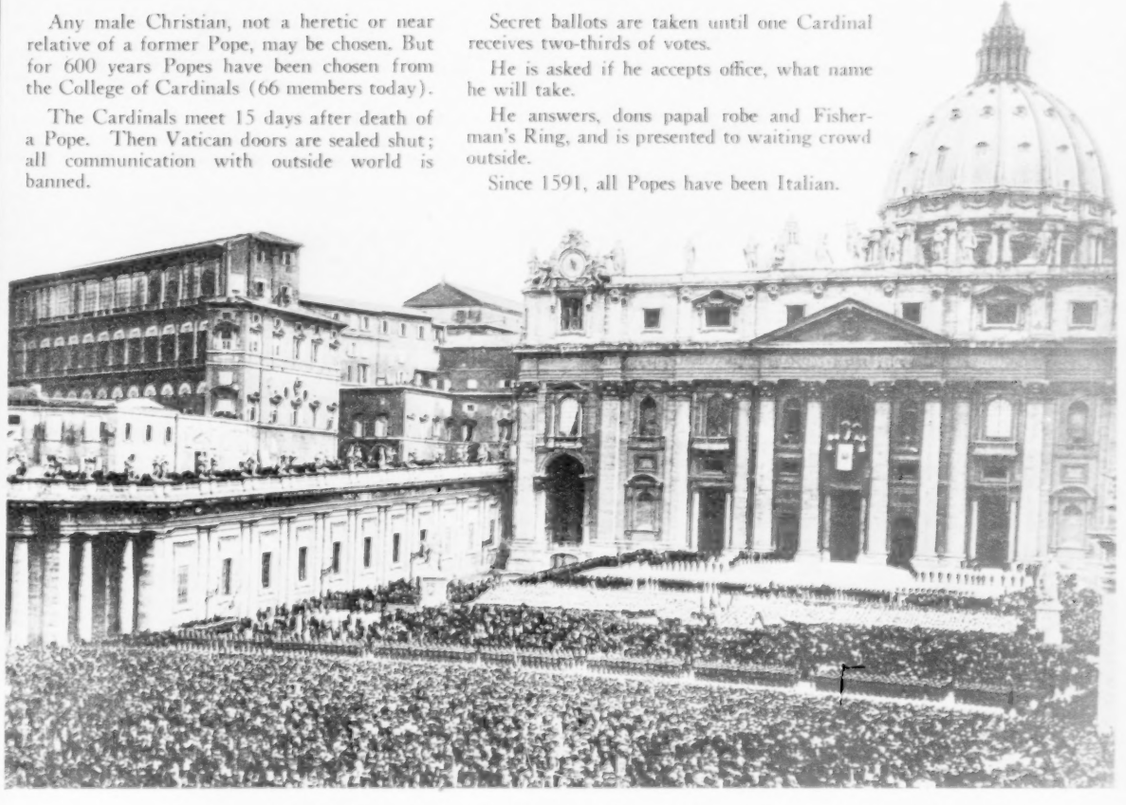
Stove Tells the Story

Cardinals burn their secret paper ballots in this stove.

If no candidate has received two-thirds of votes damp straw is put on fire; black smoke from chimney outside shows crowd in St. Peter's square that election is not yet over.

Paper ballots alone are burned when election is over; the white smoke means a new Pope has been chosen.

(International News Pictures, Inc. photos)



Thousands Wait in St. Peter's Church Square During a Pope's Election

St. Peter's (right) is world's largest church, scene of Catholicism's most solemn religious ceremonies.

Michelangelo, famous Italian painter and sculptor, drew its plans; it was built from 1506 to 1626.

At (left) are Vatican buildings, home of the Popes.

From the small chimney in center foreground comes the smoke which informs the crowd of the progress of the Cardinals' voting.

This picture was taken at Easter, 1935, when Pope Pius XI blessed a huge crowd.

Child Labor

Means Millions of Stunted, Work-Aged Minds and Bodies

On these pages LOOK tells in pictures how America, the world's richest nation, allows its children virtually to be enslaved in field and factory, while millions of men and women lack employment.

Too Young To Pick Cotton?

Thousands of American children, like these, have to spend long hours working for wages when they should be at school or play.

During the depression, two million, or one out of every nine children worked. NRA reduced the number, but only temporarily.

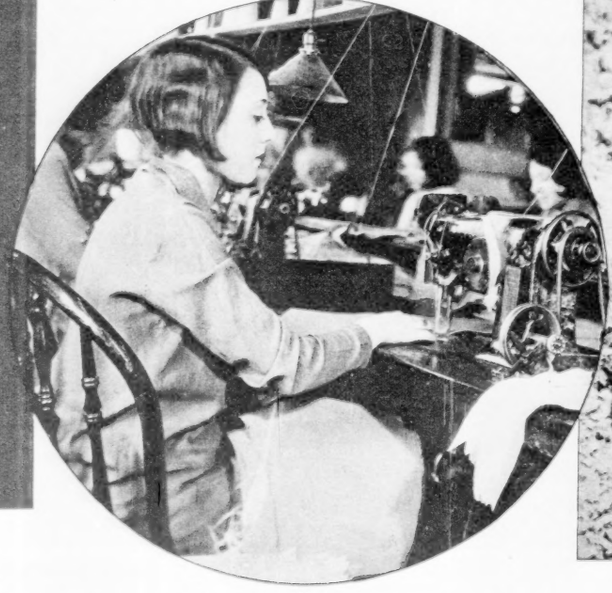
In the last year the number of working children has been tripled in at least 10 states.*

*Facts and figures on these pages were obtained from "America Speaks," the National Child Labor Committee, the writings of Mrs. Franklin D. Roosevelt and various newspapers.

Children of the Darkness

No longer do children toil in coal mines, but more and more children are working in lumber camps, textile factories, canneries, stores and sweatshops.

Sociologists say that child labor helps turn young people into law-breakers. Certainly, because of it, thousands of Americans miss years of school, never learn to read and write.



A Sweatshop Child Earns $1 a Week

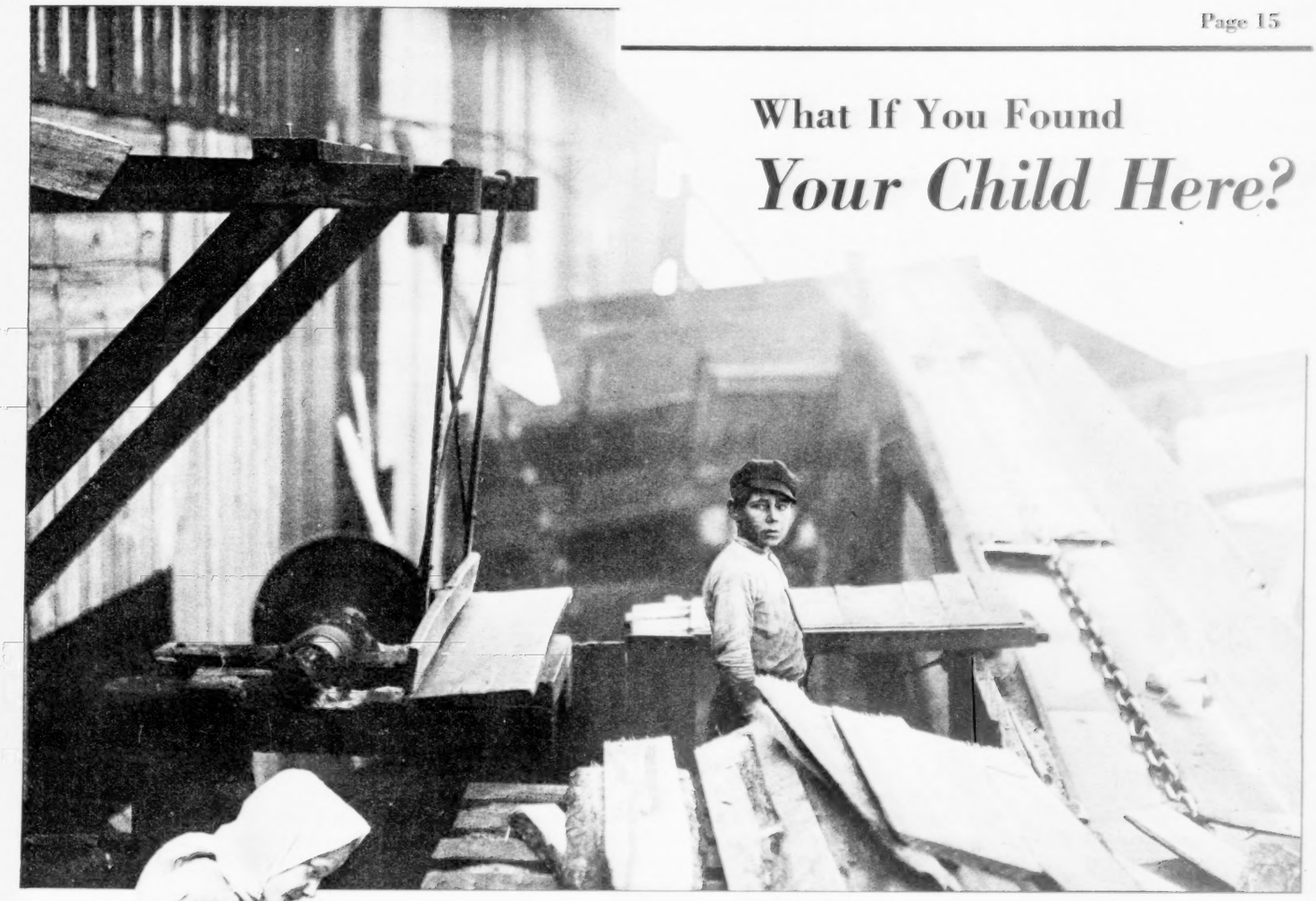
Wages in sweatshops are miserably low and uncertain; accidents are not uncommon.

The tragic fate of many factory children is to lose a hand or an arm at unguarded machinery.

Della Is 11

In Colorado many children start work in the beet fields when they are eight. At harvest time Della's school closes for a "beet vacation" because the children must work in the fields. For all their labor, they often go hungry.

What If You Found *Your Child Here?*



Beet Knives Sometimes Slip

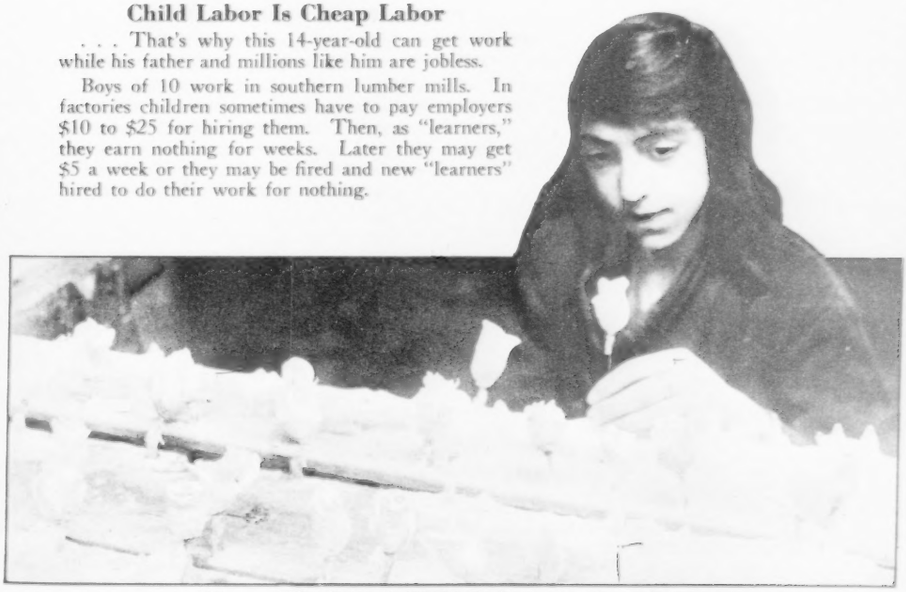
This little girl has learned the trick of topping beets with one stroke of her knife.

There are laws regulating child labor in almost every state, but age limits are often low. Experts say that only through federal action can child labor be stopped.

Child Labor Is Cheap Labor

. . . That's why this 14-year-old can get work while his father and millions like him are jobless.

Boys of 10 work in southern lumber mills. In factories children sometimes have to pay employers $10 to $25 for hiring them. Then, as "learners," they earn nothing for weeks. Later they may get $5 a week or they may be fired and new "learners" hired to do their work for nothing.



Home Work and Child Labor Go Together

Until late each night, children work in the poor light of their tenement homes making artificial flowers. With eyes weakened they cannot read blackboards, fall behind at school.

When factories send out work to be finished by their employees at home, no child over four is too young to help. Tag stringing, a common form of home work, pays a nickel an hour.

27 States Would Stop Child Labor

Before Congress can stop child labor, 36 states must ratify the child labor amendment. "America Speaks" says it is supported by public opinion in all but three states.

Congress sent the amendment to the states in 1924. As LOOK goes to press, 27 have ratified. Nine more are needed.

These states have not ratified: Alabama, Connecticut, Delaware, Florida, Georgia, Kansas, Louisiana, Maryland, Massachusetts, Mississippi, Missouri, Nebraska, New York, North Carolina, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia.

A Little Girl Listens to a Fairy Tale

(Can You Follow the Story By Her Expressions?)

1 **"Mother, Please Tell Me a Story."**——"All right darling . . . you want the one about the fairy princess? . . . Well, once upon a time there was a fairy princess. She had big blue eyes and long curls, and she lived in a palace in the woods . . .

2 **"But, There Was a Wicked Old Witch . . .** And this wicked old witch told the fairy princess she could never, never leave her room to see the lovely flowers in her garden, nor to hear the silver-throated birds in the woods . . .

3 **"Then One Day a Brave Prince Came Riding By . . .** His horse was snow white, and his clothes were bright blue velvet. The prince was kind and strong and, when he heard the fairy princess crying in her room, he knocked on the gate. The wicked old witch wouldn't open it . . .

(Black Star photos)

4 **"So the Strong Prince Broke Down the Gate . . .** The witch was so frightened she ran away and never, never came back. Then the big strong prince set the little fairy princess free. The princess was very happy. They were married . . . And, they lived happily together ever afterward."

See Your BRAIN!

Awake and Asleep

A Picture of a Sleeping Brain

Here is a picture made by the new radio method which shows the energy in the covering of the brain when a person is asleep. The covering of the brain is a gray matter called the cortex.

A new method of photographing the soft tissues of the body, by the touch of a wire to the skin, has been discovered.

Based on the principal that each tissue of the body, such as heart, lungs, nerves, intestines and brain, has its own individual vibration, the tissues are tuned in on a radio receiving set just as radio stations are.

v

The wire, attached to the radio set, is touched to the skin above the tissue to be photographed.

Also attached to the set is a photo-electric cell which changes electricity into light.

v

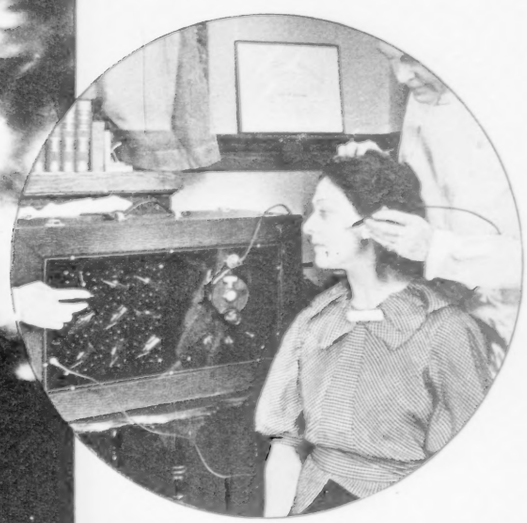
This light is caught on sensitive photographic film and thus a picture is obtained.

This discovery goes beyond the X-ray in making possible photographs of tissues which the X-ray does not record.

The instrument is intended to supplement the X-ray, not to replace it.

What the Brain Looks Like When Awake

This picture shows the energy in the cortex of the brain when a person is awake. Note the difference between this picture and the one above.



Photographing Jaw Tissues

Dr. Ruth B. Drown of Los Angeles, the discoverer of the new method of photographing tissues of the body, is shown taking a picture of jaw tissues. Dr. Drown holds the wire which is placed over the tissue to be photographed.

The wire connects with the radio equipment used in making these pictures.

Marlene Dietrich

Hollywood's No. 1 Glamor Girl

"Life without love is an awful thing."

So says Marlene (Mar-LANE-a) Dietrich, alluring movie actress, shown at the left.

v

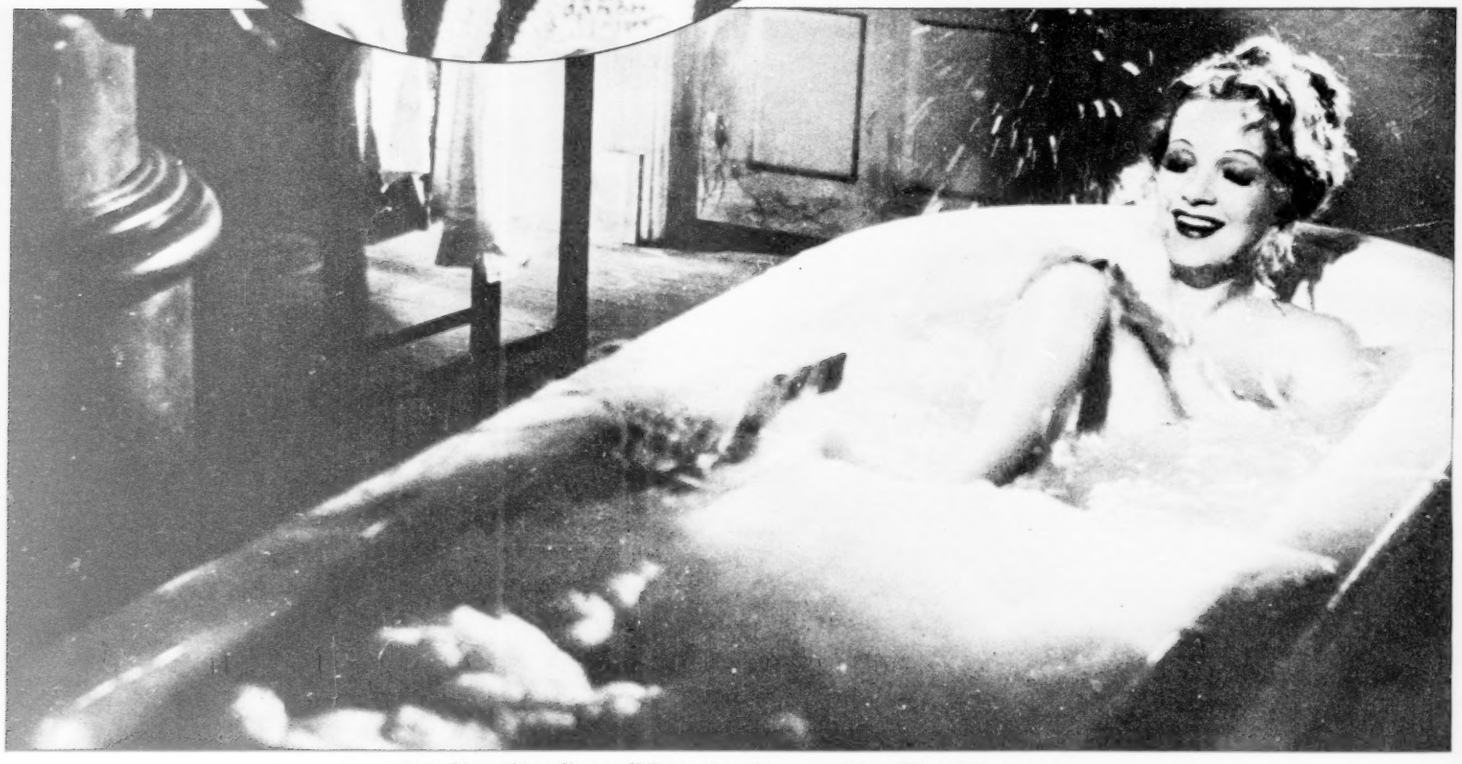
Miss Dietrich should know, for at 32 she is a brilliant and lovely answer to the query: Can a woman mix marriage, motherhood and a movie career?

She has done so, most successfully.

One of the screen's most enchanting stars, and one of the highest-salaried women in the world ($268,000 in 1935), Miss Dietrich is a devoted mother.

v

Her husband is Rudolph Sieber, movie director in Paris. They were married in 1924 when Marlene was struggling to get a start on the stage in Germany, where she was born.



She Kept Her Poise While the Camera Crew Was Flustered

Miss Dietrich recently completed "Knight Without Armor," a movie made in England. Just as this bathtub scene was being taken for that picture, the star slipped, fell flat before the camera crew. Everyone was flustered except Miss Dietrich.

She laughed, got up, picked up her robe, jumped into the tub.

(Pictures, Inc. photo)

Production was held up on "Knight Without Armor" for several weeks while the cast waited for Robert Donat, who played opposite Miss Dietrich, to recover from a serious asthma attack.

When Donat appeared for work, Alexander Korda, who produced the picture, jokingly referred to him as "Knight Without Asthma."

'Blue Angel'

This German Movie Of 1931 Brought Miss Dietrich To America

Hollywood Was Still In the Future

Long before this scene from "The Blue Angel" was taken, Mary Magdalene von Losch had changed her name to Marlene Dietrich for stage purposes.

The "Marlene" is a combination of Mary Magdalene. Her father, a German army officer, was killed in the world war.

From Then On Her Legs Became Famous

Josef von Sternberg, famous director, in Germany in 1931 sought a girl with beautiful legs to play opposite the star, Emil Jannings, in "The Blue Angel."

So well did Miss Dietrich fit this role that von Sternberg signed her, soon afterwards took her to Hollywood, where she became an immediate sensation. She is shown above in a scene from "The Blue Angel."

Blue-Eyed and Blond

Once, when she first thought of the screen, Miss Dietrich was told her blue eyes and blond, curly hair did not photograph well.

Recently she made "The Garden of Allah" in technicolor, where not only her hair and eyes, but her flawless skin, show up to perfection.

Jannings and Dietrich

When "The Blue Angel" was produced in Germany this man was the "big name" and Miss Dietrich, shown here with him, was on the way to fame without knowing it.

The man is Emil Jannings. He was then famous for pictures made, both in Hollywood and Germany, where he now lives.

(. . . Continued on Next Page)

Marlene Dietrich

Beauty and Brains

Marlene Dietrich's beautiful legs are famous throughout the world.

The golden haired, blue-eyed Paramount star became an overnight sensation when her first Hollywood picture, "Morocco," was produced in 1932. Now she gets between $200,000 and $300,000 for each picture.

Her figure is considered perfect. She is 5 feet, 6 inches tall, weighs 128 pounds, has a 36½-inch bust, 26-inch waist and 33-inch hips.

Her ankle is 8 inches around, her calf 13½ inches.

She speaks English, German, French, Italian, is an accomplished musician.

Trousers

. . . Why Dietrich Wears Them

Movie actors, many of whom have to appear dressed in the height of fashion during working hours, like to dress as informally as possible when not before the cameras. Thus, sweaters, slacks and other loose fitting and comfortable clothes are popular.

Marlene Dietrich is said to have started the trousers fad among the actresses. She startled the movie colony in 1933 with her male attire.

"Men's suits," she has said, "are never out of style, whereas women's fashions change every five minutes. That saves me lots of time."

A Credit To Her Tailor

(International News, Pictures, Inc., Wide World photos)

A Tuxedo

Although Marlene at times even wears such mannish garb as this tuxedo and square-shouldered overcoat, she denies it is for publicity purposes.

Autographing

Marlene is gracious about giving her autograph, as she is doing here. Her handwriting, however, is said to be not so good as her acting.

Freedom

This is another reason Marlene likes men's clothes. She says they allow greater freedom of action.

She is shown with Douglas Fairbanks, jr.

At the Movie

This picture of Marlene, again in a tuxedo, was taken in 1933 as she attended a movie opening with Maurice Chevalier (left) and Gary Cooper.

Student Garb

In 1934 just after Marlene had returned from Europe, she wore this German student outfit of slacks, jacket, cap.

Lady In White

Marlene once told an English interviewer that "Hollywood is in the country, everybody wears trousers."

The secret is in having the trousers tailored well. Hers are.

Her Child

. . . The Greatest Thing In Dietrich's Life

Daughter, Husband and Director

"It's a great thing to be a film star," Marlene Dietrich has said, "but a greater one to be a mother." The enchanting star's love for her daughter, Maria, now 11, is put above everything else.

Marlene is shown here with her child, her husband, and Josef von Sternberg (right), who found her in Germany and directed her in her first Hollywood pictures. The picture was taken in 1931. Marlene's next picture will be called "Angel."

A Mother Puts In a Long-Distance Call

1. Marlene posed for these pictures when she first arrived in Hollywood. She is awaiting a telephone connection so she can talk to her daughter, Maria, in Europe.

2. The smile on her face shows the connection has been made and Miss Dietrich hears the voice of her child. Once, in the U. S., kidnapers threatened Maria.

3. During her last trip to England, Marlene talked on 81 calls from ship to shore.

(International News, Pix Photos)

4. Now the call is finished and Marlene is lonesome. It's part of the cost of a career.

Daughter and Mother

Maria Sieber, now a school girl, is as tall now as her world-famous mother, with whom she is seen here.

Miss Dietrich never allows Maria to see a movie unless she approves it.

(. . . Continued on Next Page)

Dietrich Runs Across a Lawn

30 Seconds on the Screen

These Two Pictures Are the Scenes . . . . . You Will See

They are from Marlene Dietrich's latest picture, "Knight Without Armor," made in England. The play takes place in Russia in wartime.

Marlene is a Russian countess whose servants flee before the Bolsheviki. She runs from her palace to their quarters.

She beats on the servants' door. No one answers—they have fled.

These scenes last 30 seconds on the screen.

3 Days to Photograph It

. . . Here's Why It Took So Long

1. Waiting for Sunshine

Marlene stands in doorway of the trailer which contains her dressing room. Many hours are lost thus.

She watches technicians put final touches on the set which has taken weeks to build. No sun yet.

2. Marlene Has Some Good Suggestions

Her salary for this picture is $250,000.

In addition, the cameramen give her a penny each time she gives them a good tip about lighting or camera angles.

She has slipped a fur coat over the nightdress she is to wear in this scene. It's chilly waiting.

3. "Here Comes the Sun!"

This means the light will be right after two days' waiting, so Marlene starts to slip out of her fur coat.

These scenes were all made while the hero, Robert Donat, was ill.

Marlene insisted that he play the part, took a vacation without pay until he was well enough to work.

4. Three Little Kittens

They, too, have a part in the movie.

They are shivering, so Marlene wraps them up in her fur coat while she is waiting for the cameramen to get ready.

5. "Pound Hard!"

Jacques Feyder, director, shows Marlene just how he wants her to stand when she frantically knocks on the servants' door at the end of her run.

6. Cameras Are Focused As Marlene Practices

She carefully goes through the motions she will make in the finished scene (see the picture at top right on the preceding page).

The cameramen get all set to take the scene.

7. What Needs To Be Done?

Marlene inspects her hair, her make-up, her costume for the umpteenth time, to see how they will look in the slight breeze.

8. Retouching Her Make-Up

Her maid gets to work on Marlene while the star gets into the proper mood for her part as the forsaken countess.

9. Putting Her Long Curls in Right Place

For two days and more Marlene's maid has been on hand every minute keeping the star's make-up in shape for the camera.

As she combs, Marlene continues to get into the mood.

10. A Quick Sip of Coffee

Marlene drinks much coffee on days she is making pictures—attendants always have hot coffee ready for her.

(Pictures, Inc. photos)

11. She Powders Her Nose

The maid holds the fur coat around Marlene, another attendant holds her powder box.

12. "There, How's That?"

Marlene gives a final pat, takes long last look in the mirror.

A few minutes more, and—

13. Ready To Go!

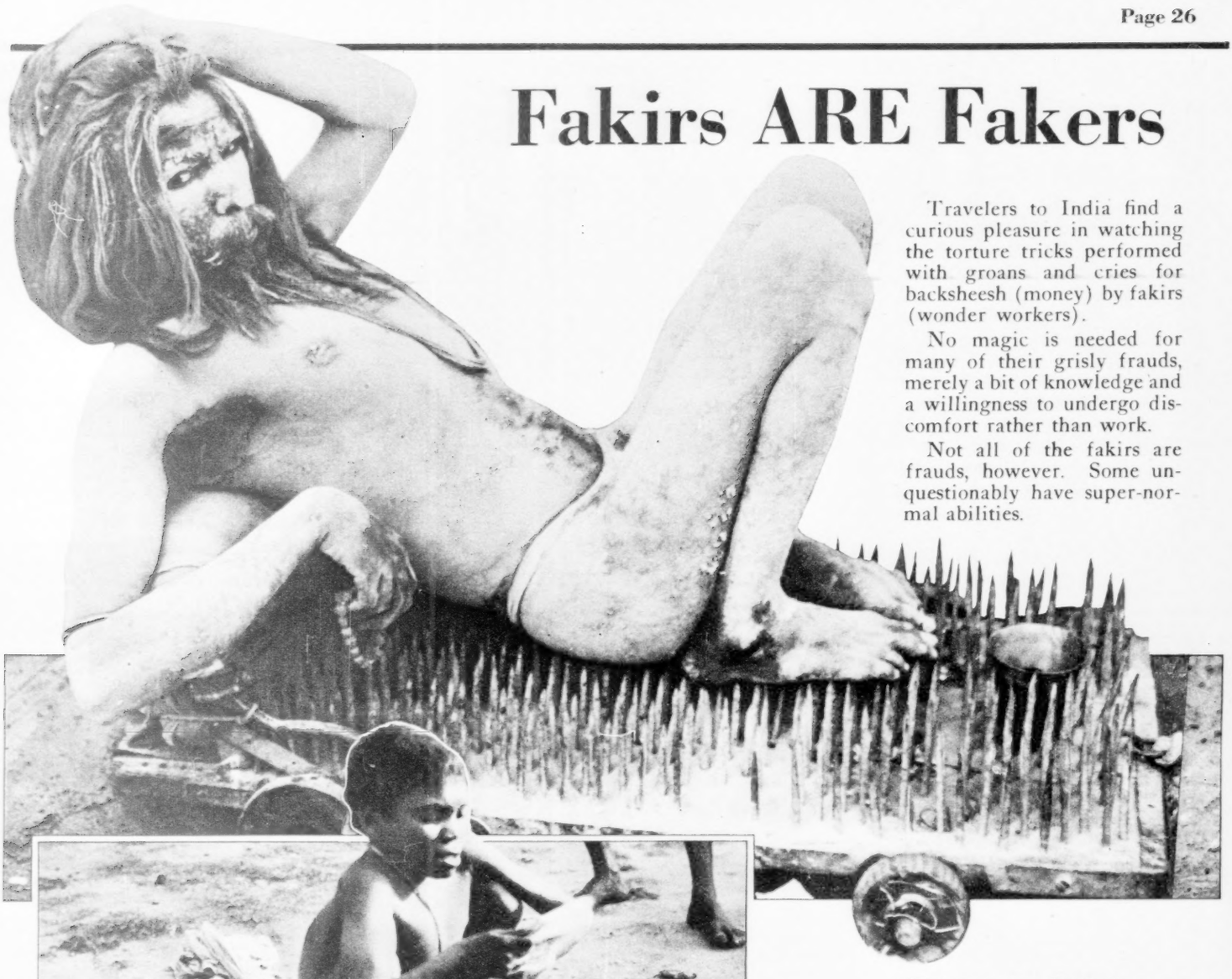
Her gown is carefully draped—the camera starts. Three days work for 30 seconds on the screen!

Fakirs ARE Fakers

Travelers to India find a curious pleasure in watching the torture tricks performed with groans and cries for backsheesh (money) by fakirs (wonder workers).

No magic is needed for many of their grisly frauds, merely a bit of knowledge and a willingness to undergo discomfort rather than work.

Not all of the fakirs are frauds, however. Some unquestionably have super-normal abilities.



Nightmare on Daybed

To train for his harsh career, this old man rubs his body daily with oils, herbs and drugs that numb feeling.

He has heavy callouses on his thighs and feet, a condition he developed slowly while learning his trade. (It can be taught in a month.)

His weight is spread over many nails, so that no nail point gets enough pressure to puncture his skin.

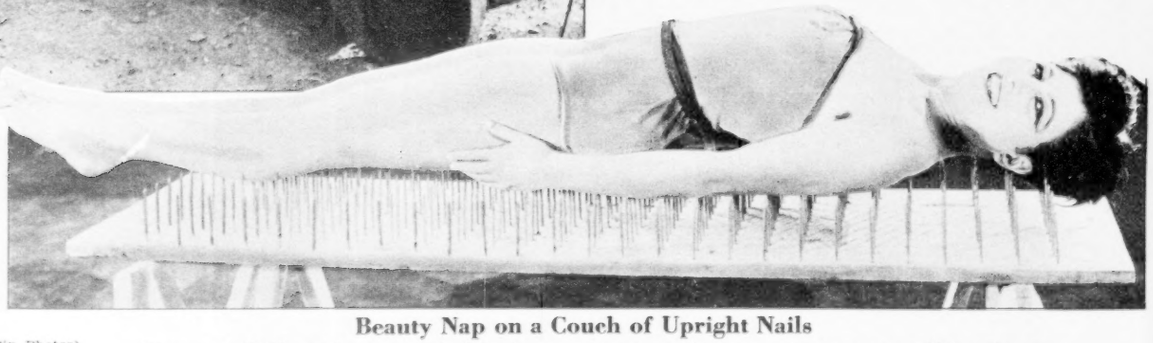
Fakirs sometimes have fevers caused by infections that develop in nail scratches.

They hide while sick, because it is bad for business to let the public know that a fakir can be scratched.

Tiny Beggar

This youthful fakir studies his "prayer," the hocus-pocus he will mumble to astound watchers when he is a graduate holy "man."

His bed of nails has wheels, and looks like a child's coaster wagon.



Beauty Nap on a Couch of Upright Nails

If you would like to have a nail bed for home use, you may have to make your own. The only professional builders of them (five families of blacksmiths) live in the interior of India.

(Galloway, Hamburg-American Lines, Pix Photos)

Cardiff Giant

. . . The World's Greatest Hoax!

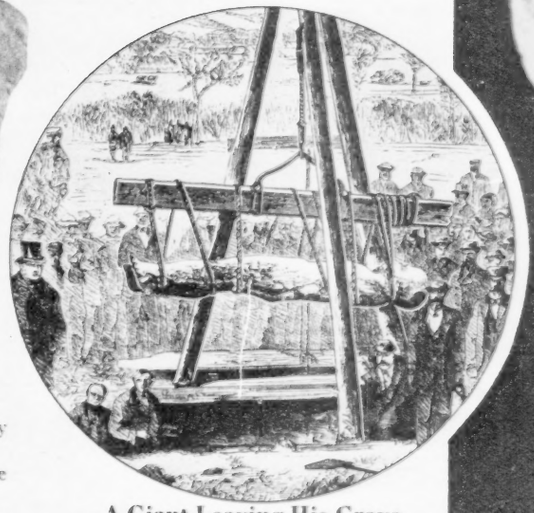
A Giant At Rest

This is the Cardiff Giant, who fooled so many millions.

The 10-foot statue was dug up in 1869 in the village of Cardiff, N. Y.

Learned scholars debated whether he was a petrified primitive man or an ancient statue.

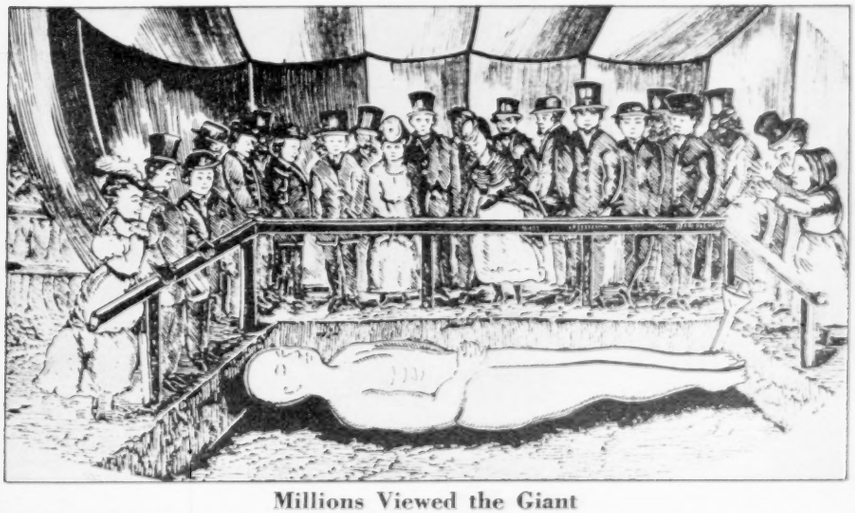
Later they found out he was neither, but a statue deliberately buried on the farm and then dug up to fool the world—and make its owners some money.



A Giant Leaving His Grave

This picture is reproduced from Harper's magazine of 1869.

It shows the Cardiff Giant being removed from the pit in which he had been buried a few years before.



Millions Viewed the Giant

When the Cardiff Giant was found on farm of W. C. Newell in New York state, Mr. Newell charged the curious 50 cents apiece to see him.

Thousands came to the farm, and later it was estimated 6 million persons paid 50 cents each to see the giant on its tours. The New York Central railroad changed its schedules for a time so passengers could see the giant.

P. T. Barnum, circus owner, is said to have offered $150,000 for the giant. Turned down, he had some papier mache imitations made.

The statue is now owned by a Des Moines, Ia., man. It is not on exhibition.

"The Eighth Wonder of the World"

This giant was made to order by two Chicago sculptors for an Iowa tobacco salesman. The salesman then shipped the giant to his brother-in-law's farm in New York state, where, less than three years later, it was "discovered."

The giant was made from gypsum, a soft mineral used in making plaster of paris and cement.

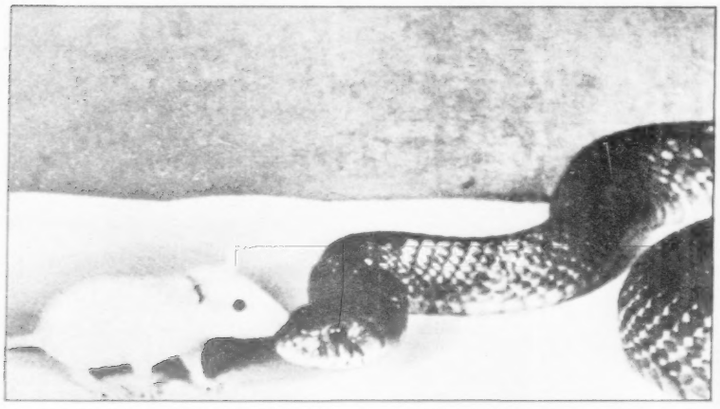
It was given "pores" by hammering with a mallet in which steel needles had been set.

Newspapers called the giant the eighth wonder of the world. Such men as Oliver Wendell Holmes and Ralph Waldo Emerson were fooled.

One sculptor said, "no chisel could have carved such a perfect man."

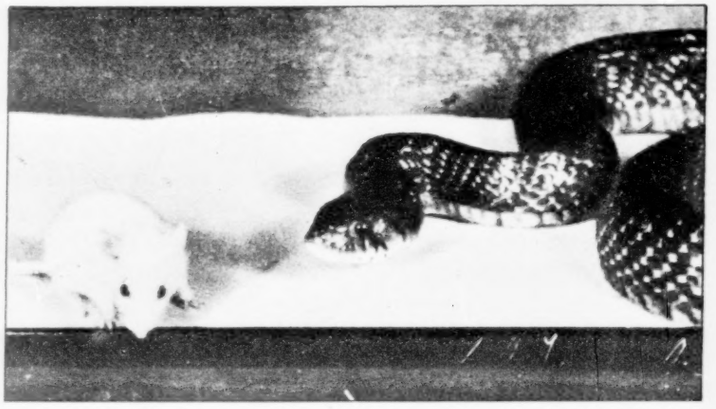
The giant was 10 feet, 2½ inches tall, weighed 2,990 pounds.

How a Snake Catches His Dinner



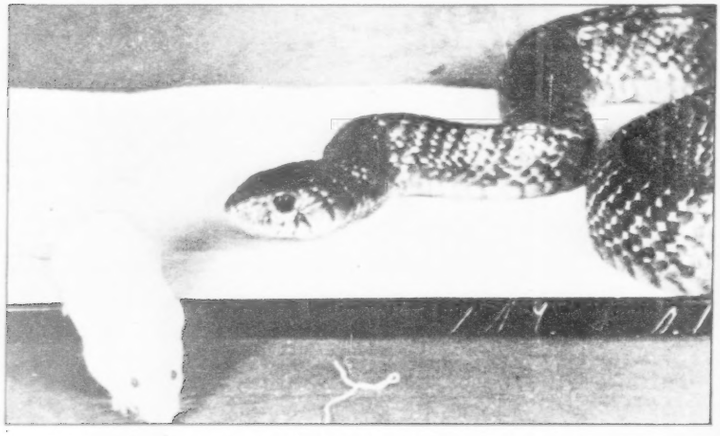
1. A Friendly Rat and a Sleepy Snake

This white rat is risking his life by trying to make friends with the blue bullsnake. The bullsnake is harmless to man, but it eats rats, gophers and squirrels. It is a friend of the farmer, because it lives on pests which steal and eat his grain.



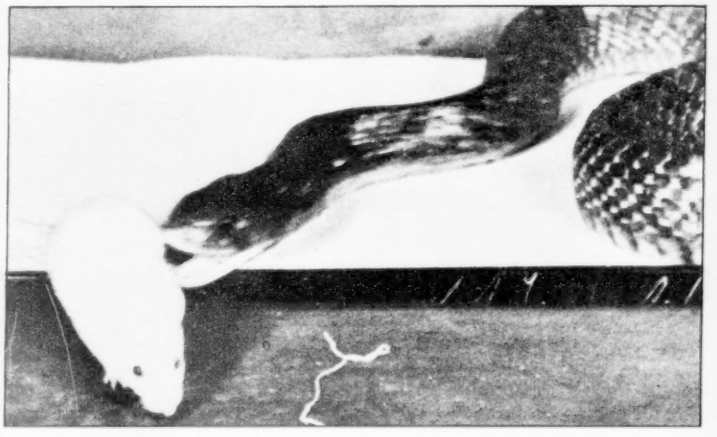
2. The Rat Senses Danger, Turns To Flee

The white rat also is a friend of man, in a way. In many respects the rat is more like man than is any other animal. The rat eats the same things, has the same diseases as man. Thus, the rat is the ideal animal for experiments on the ills of mankind.



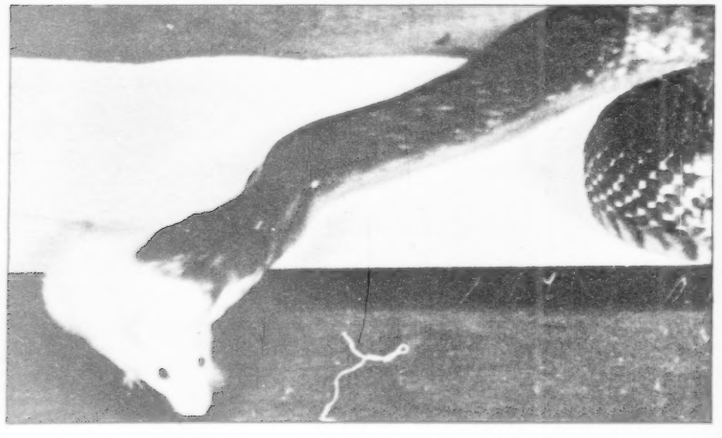
3. Now the Snake Is Awake—and Hungry

Upon this pink-eyed, white-furred little rodent scientists have performed more experiments than upon all other animals combined. They have studied the rat's sex life, his diet, his blood pressure, his reaction to new drugs and serums.



4. The Snake Starts After the Rat

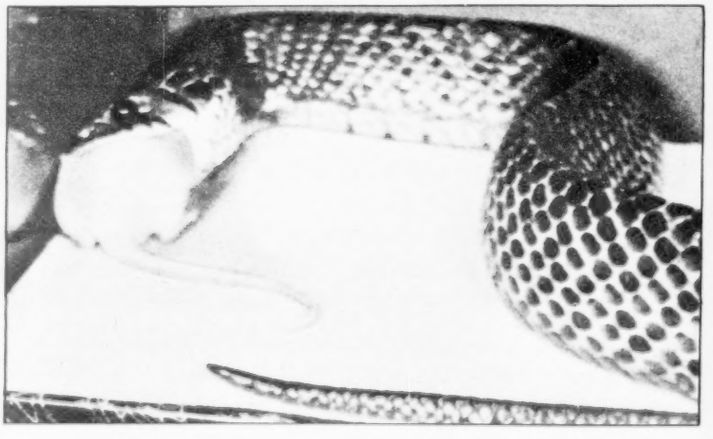
The rat owes all he can give to man, because he has caused man much trouble. He has killed more people (with bubonic plague) since 400 B. C. than all the wars have. Rats breed fast. The offspring of a sturdy pair could total 15 million in five years.



5. The Snake Catches His Prey

Once this snake was tiny enough to curl up in an egg. Some snake eggs actually grow after the female has laid them in a nest. The eggs in such cases are fed from within. Harmful snakes are most dangerous in the spring, which is their breeding season.

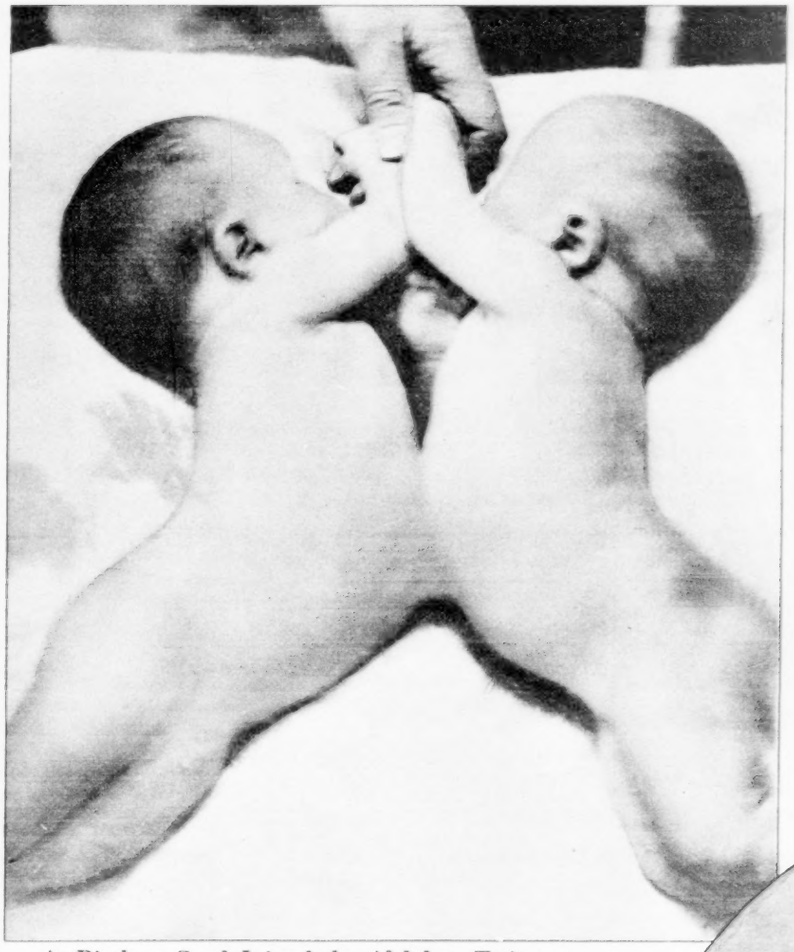
(International photos)



6. Elastic Mouth Enables Snake To Swallow the Rat

If the rat were a toad or a frog he would puff himself up now in an effort to keep the snake from swallowing him. Scientists say that laboratory white rats, freed from terror of humans, are playful and affectionate, like to be petted and really enjoy music.

Surgeon's Knife Ends Siamese Partnership



At Birth, a Cord Joined the Alsleben Twins

Here are Zelda and Elda Alsleben before they were separated. A thick, fibrous cord joined them together at the stomach.

The connection was so perfect that when one of the babies cried, part of her stomach was forced into the other's body.

Seven weeks after their birth, the surgeon's knife parted the twins.

Scars Show Where Twins Were Severed

Eleven days after the operation the twins were apparently normal in every way. The babies each weighed 4½ pounds at birth.

The only reminder of their unusual birth was the operation scars on their stomachs. Zelda still has a slight scar.

(Minneapolis Star photos)

The birth of Siamese twins is a rare occurrence. Rarer still is the separation by surgery of Siamese twins.

Zelda Alsleben, 10-year-old girl of Glencoe, Minn., is one of two living "single" Siamese twins in the United States.

When seven weeks old she was separated from her twin, Elda, who also survived the operation. Elda died last March from leakage of the heart.

v

The first separation of adult Siamese twins was performed last fall when Simplicio Godino, 28-year-old Filipino, was cut from his dead Siamese brother, Lucio.

Simplicio, well at the time of the operation, died a few days later as a result of complications.

Zelda and Her Parents

Mr. Alsleben was 22 and his wife 21 when the Siamese twins were born. They have four other normal children.

The Alsleben Twins When They Were Four

Zelda, always healthy and robust, is at the left. Her sister Elda developed heart trouble when a baby and was poor in health all her life. She died a year ago.

Is It Magic . . . Or Is It Science?

Strange Feats *of* Hypnotism

1. Aris Puts His Subject, Fakara, in a Deep Hypnotic Sleep

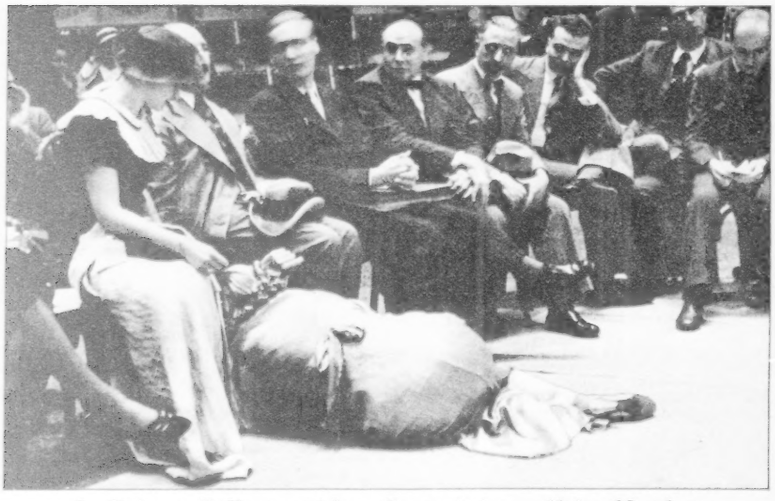
He is a Greek hypnotist, performing before French scientists. Fakara concentrates on his hands. Some hypnotists use coins, oranges, idols, candles.

Hypnotism requires deep concentration of both parties. Some claim the hypnotist must have a strong mind to transmit his wishes to his subject. The subject must be relaxed, passive, ready to receive directions. Most insane persons can't concentrate, can't be hypnotized.

2. Doctors Check Her Dancing Heartbeats

Aris stands behind his subject, concentrates on what he wishes her to do. The scientists are surprised when they feel her pulse walk, trot, or gallop at Aris' directions.

"Hypnotism" (pronounced HIP-no-tiz'm) means the mental control of others; the word comes from "Hypnos," name of the Greek god of sleep.



3. Fakara Collapses After Committing a Fake Murder

Aris suggests to the hypnotized subject that a man in the audience is her unfaithful husband, that the woman by him is his mistress. He gives Fakara a rolled-up newspaper, tells her it is a knife with which she is to kill the "mistress." Fakara strikes the woman with the "knife," then falls to the floor, sobbing.

(Pix Photos)

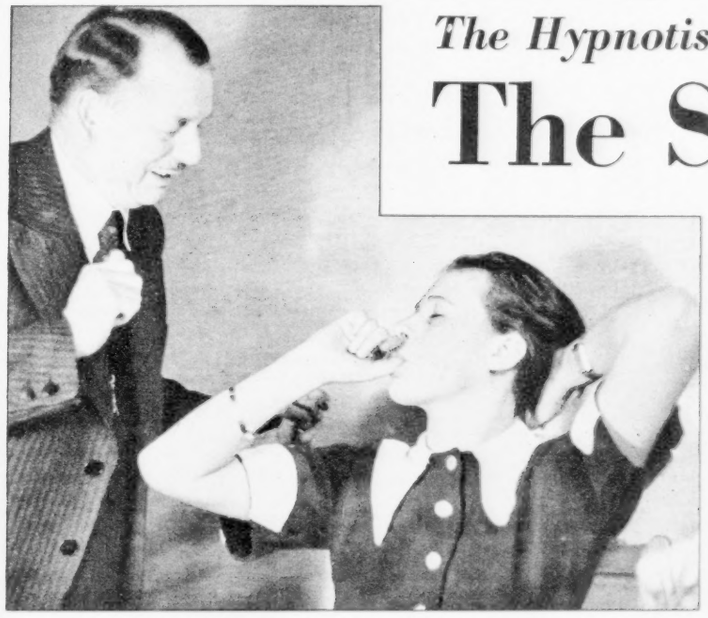
4. Buried in Coffin, She Describes Unseen Objects

A microphone is placed beside the hypnotized girl; a cloth is placed over her, then a thick layer of sand, then the box is covered.

Aris asks her no leading questions. Bystanders are puzzled as Fakara describes spectators, even coins and other things inside closed pocketbooks.

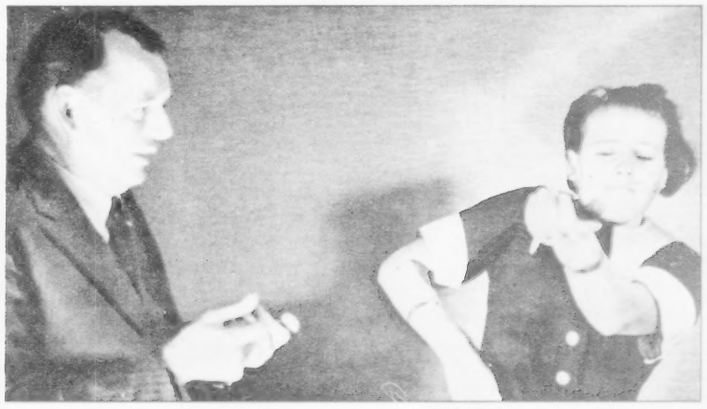
The Hypnotist Commands . . .

The Subject Obeys!



He Tells Her She Is a Baby—She Sucks Her Thumb

While a subject is hypnotized, the hypnotist can suggest a course of action for her to follow even after she comes out from under the spell. Suggestions made to liquor, drug, tobacco addicts while they were hypnotized have helped some overcome bad habits.



He Says "You Are a Beggar"—She Acts the Part

He speaks in a low, firm voice. Soothing, monotonous sounds aid simple hypnotism, just as a lullaby aids a mother to put her baby to sleep. Hypnotists also often use pleasant perfumes and incense to help subjects relax. (Hypnotists shouldn't eat onions before performing!)

A *KILLER* or a *LOVER*. . . As the Hypnotist Commands

Ready to Attack an Imaginary Enemy With a Knife!

Hypnotists should never suggest criminal actions!

Many stories are told of persons committing crimes while hypnotized, but the average hypnotist can't make a subject do anything against her REAL desires. However, she may have HIDDEN desires which might be unleashed if the hypnotist suggests crime.

(European, Black Star photos)

Hypnotist Says Cushion Is Her Lover—She Hugs It

The seven degrees of hypnotism are: (1) drowsiness; (2) light sleep; (3) profound sleep; (4) absolute obedience; (5) somnambulism, in which all the senses of the body are under the control of the hypnotist; (6) catalepsy, in which the muscles become hard and rigid, and (7) lethargy, a dangerous stage resembling death.

Freak Weddings

Curious Marriages and Marriage Customs Are Not Confined to Pagan Lands

A Wedding That Will End On the Gallows

Two hundred years ago in England a woman had only to marry to be freed of her debts. A lady would marry a man who was soon to be hanged. After his execution, she could walk out of prison, free of debts and spouse alike.

This lady's apparent worry is that her jailbird husband will be pardoned.

In return for marrying the debt-ridden ladies, convicts might receive money, liquor, or the favors of their "wives."

A Freak Wedding Any Way You Look At It

"With this ring I thee wed," says Ripley's armless wonder as with his toes he places the ring on his bride's little finger. It was a big day for freaks. A midget was ring bearer, a mechanical man was best man, and a sword swallower was maid of honor. The bride herself is her husband's target when, on the vaudeville stage, he hurls knives with his feet.

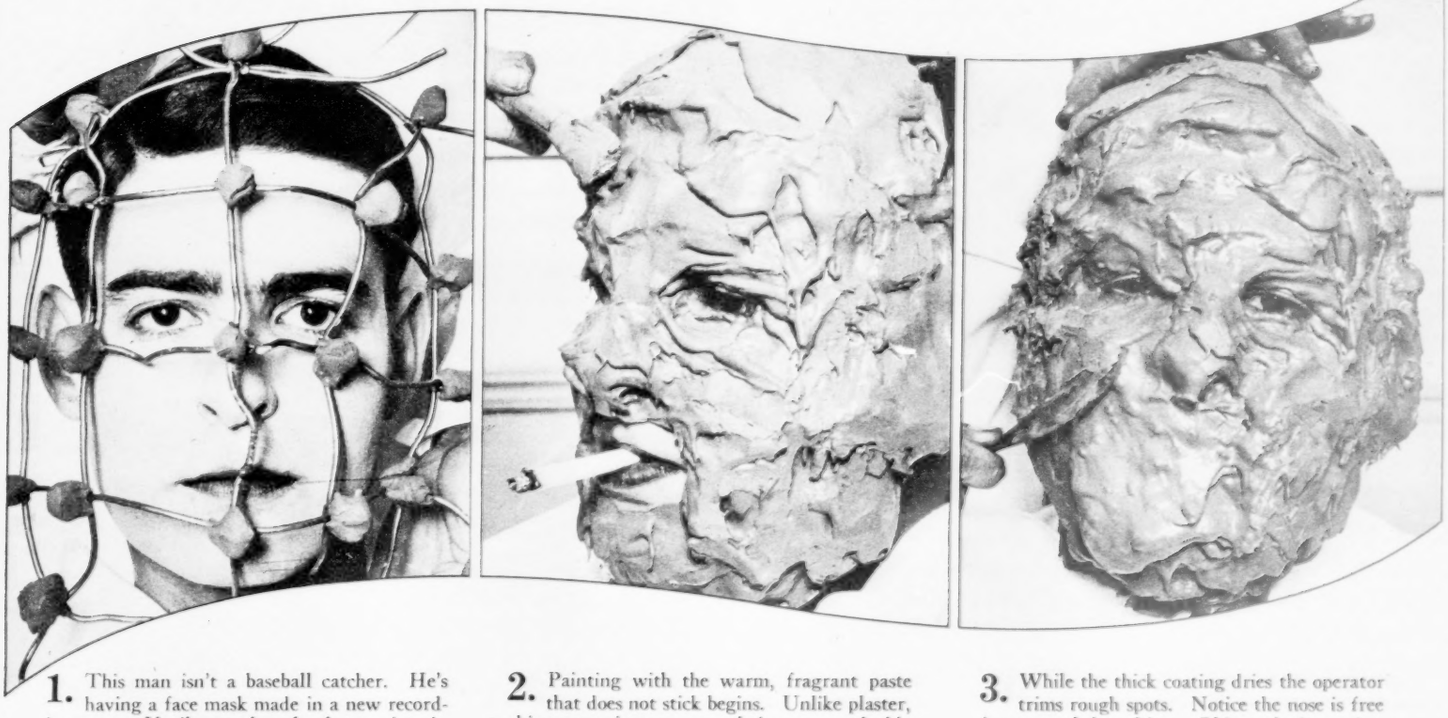
Embarking On the Sea of Matrimony—In More Ways Than One

Weddings began with the barbarian's stealing his bride by force in the dead of night. This California couple, skimming along the waves at nearly 50 miles an hour, added a new chapter to the history of matrimony.

All was going well with the minister, bridesmaid, and best man close behind, when the speed boat driver cracked the whip and the wedding ended with a general ducking.

(International News photos)

Save Your Face . . . *In Paste*



1. This man isn't a baseball catcher. He's having a face mask made in a new recording paste. Until recently only plaster of paris, which dried hard, was used for life masks. This is just a fitting, but you'll see the cage again later.

2. Painting with the warm, fragrant paste that does not stick begins. Unlike plaster, this paste pictures every hair, pore and skin line, so the entire head may be covered. Never before could ears be shown in a life mask. You may even smoke now.

3. While the thick coating dries the operator trims rough spots. Notice the nose is free for natural breathing. Old methods used a painful tube in the nose. This paste records expression, so you may grin or glare, but you must "hold it."

4. Off without breaking. The cage was slipped over the mask to support all points during the removal. This picture shows the inside of such a mask. What you see is a negative of the original's face.

5. The brass cage still supports the mask while the operator pours plaster (the permanent material) into the form. The paste peels off the hair and skin freely. It does not even disturb face make-up.

6. Finished. Here is sculpture in 35 minutes. Hair color and skin tone have been painted on. Do you think the likeness is a true one? This amazing process is the invention of Miss Harriet Meyer of Vassar college. It makes sculpture as fast as photography.

(Andrew Halbran photos)

How to Win Friends

. . . *And Influence People*

Remember names, smile, flatter others, listen more than you talk, see your own mistakes, don't argue.

These and scores of other bits of advice are given by Dale Carnegie, outstanding adviser of business men, in his new book, "How to Win Friends and Influence People,"* reviewed on this and the following page. It is a good book to own.

(*Simon and Schuster, $2.00)

Show Others That You Like Them

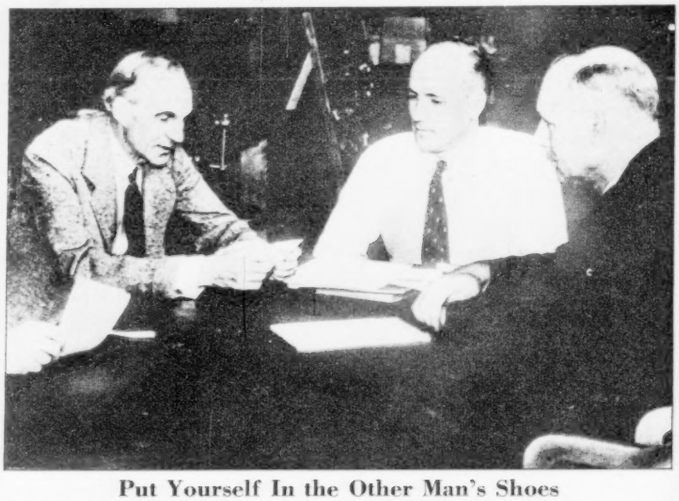
If you would have others like you, imitate Theodore Roosevelt, says Mr. Carnegie. Show an interest in people and their problems. He was friendly.

"Teddy" knew his servants by name; he read subjects in which expected guests were interested; he went out of his way to speak to people.

Remember First Names and Faces

Postmaster General Jim Farley can call 50,000 persons by their first names. This ability to remember names is largely responsible for Mr. Farley's success, Mr. Carnegie believes.

(Acme, International-Pictures, Inc., photos)



Put Yourself In the Other Man's Shoes

Throughout the book, Mr. Carnegie mentions outstanding people and tells what qualities have been responsible for their success.

For example, Henry Ford (left) once said: "If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from his angle as well as from your own."

Appreciate Others—Flatter Them

Everyone likes to be flattered and appreciated, Mr. Carnegie emphasizes. John D. Rockefeller's success in handling men was his sincere appreciation of their accomplishments.

By giving dimes to strangers who please him, he still flatters people.

Mr. Carnegie points to Charles Schwab, retired steel magnate, as the only man in the world to get a salary of $1,000,000 a year. His ability to arouse enthusiasm in workmen made him worth it.

Others mentioned by Mr. Carnegie are: the late Edward Bok, successful editor, "he was a good listener." Colonel Edward H. House, adviser to Woodrow Wilson, "he let others take the credit." Owen D. Young, head of General Electric, "he suggests, never commands."

A Book Review in Pictures

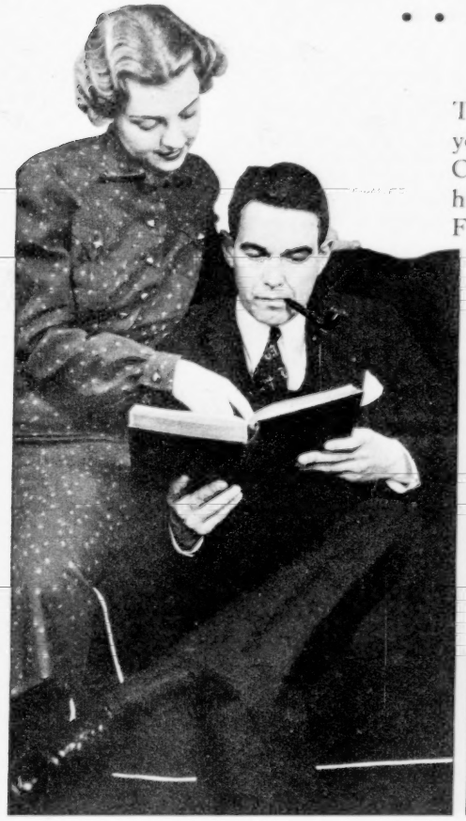
Follow These 7 Rules

. . . *In Marriage*

These pictures illustrate things TO DO, and NOT TO DO, if your marriage is to be happy. Dale Carnegie gives these seven rules in his new book, "How To Win Friends and Influence People."

Rule 1. Do not Criticize

It's silly to criticize burnt toast or something equally trivial. Criticism is heartbreaking and is one of the main reasons for unhappiness among married people.



Rule 2. Read a Good Book on Sex

Mr. Carnegie recommends that all married couples read and discuss good books that deal frankly with sex and marriage.

He says nine out of ten divorces are caused by sexual incompatability.

Rule 3. Don't Show Disapproval

If your wife is gay don't be a stick like the husband at the right who plainly shows disapproval of his dancing wife.

Trying to make a partner over to fit your likes and dislikes results in trouble.

Rule 4. Pay Little Attentions

The husband who brings home flowers, remembers anniversaries and is generous with compliments, always remains a sweetheart.

Mr. Carnegie says every wife should be served breakfast in bed once a week.

Rule 5. Show Sincere Appreciation

Both should show appreciation for the other's accomplishments.

If the wife cooks a fine dinner or the husband makes a good business deal, compliments should be forthcoming from the other half.

Rule 6. Do Not Nag

Nothing is more certain to wreck a marriage than a nagging wife or husband.

Some wives run for a dustpan whenever an ash drops; some husbands complain when they find a hole in a sock.

Rule 7. Always Be Courteous

Men appreciate courtesies just as much as women.

The wife who has the courtesy to refrain from using her husband's razor and the husband who remembers the boots and other little things, usually are the people who stay happily married.

Apache Dance

. . . *In One Easy Lesson*

Want to be popular at parties? Learn this, the famed Apache dance of the Paris underworld. If you have talent, you can master these movements. Add a few steps of your own and you're ready for the next party. You'll be a riot, just as Gracie Fields' partner is in this demonstration. Gracie Fields is a popular English actress, as widely known in Great Britain as Gracie Allen is in the U. S.

P. S. Be sure to move all the bric-a-brac before you start the dance.

The Big Brute

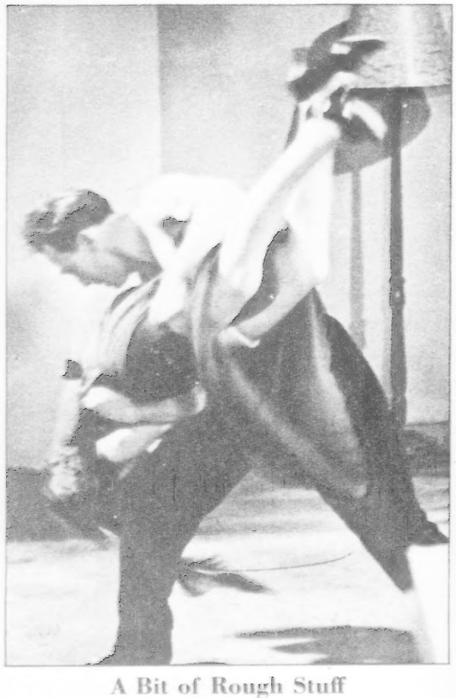
1. The start—man seizes his partner around the neck. Gal must be able to take it.

A Slinking Step Here

2. Show your strength. Force her off her feet.

Get Her Dizzy

3. Start the rough work. Make her like it.

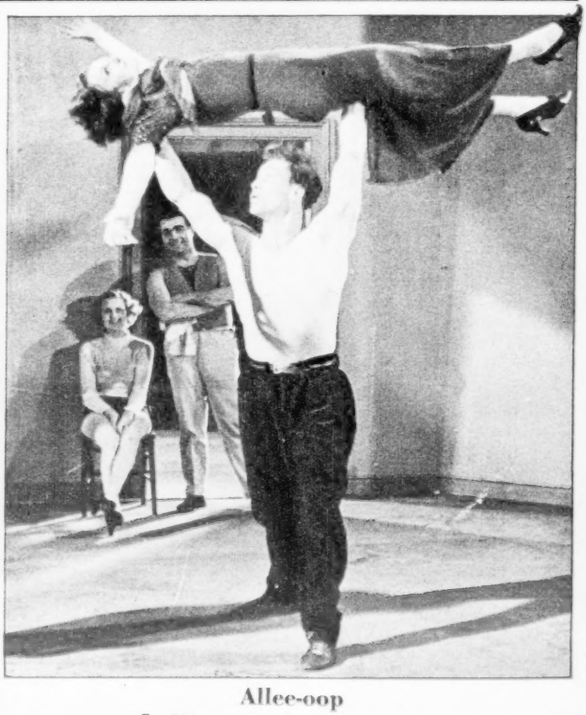


A Bit of Rough Stuff

4. Try to stand her on her head. Don't weaken.

Bounce Head on Floor

5. There you are. See, she likes it.



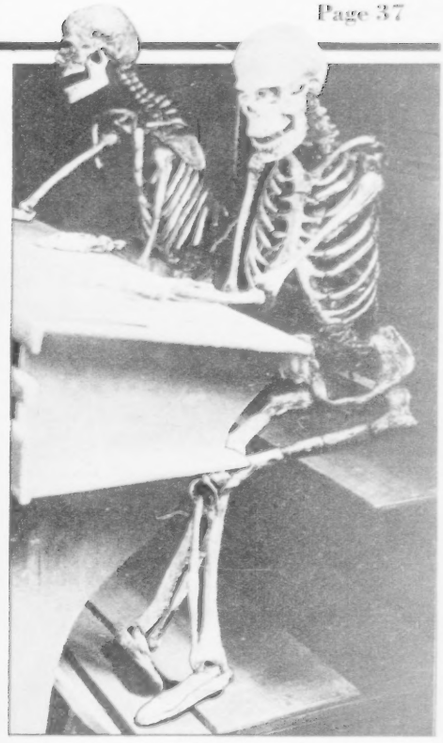
Allee-oop

6. This is where you wow them.

Watch Your Posture

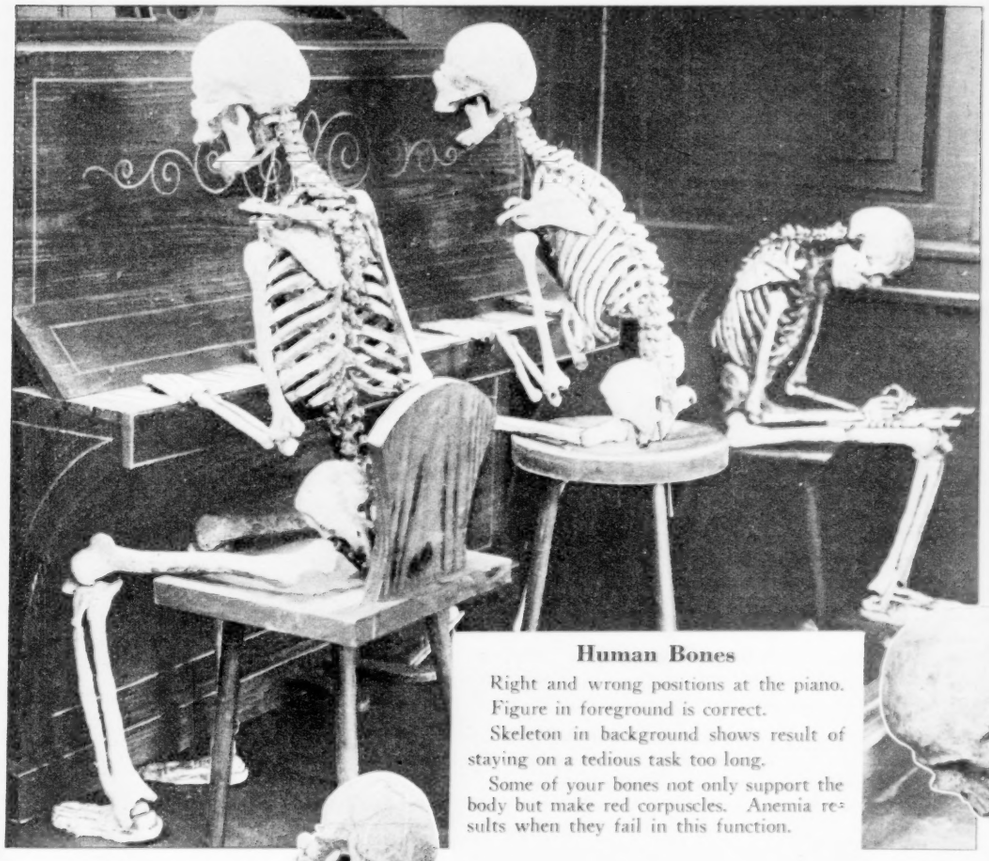
. . . These Skeletons Teach You

A scientific exhibit of the human skeleton at work has been prepared by a Berlin museum.



Alert Student Sits Erect

These skeletons demonstrate positions of the alert and laggard students; alert student is in foreground.

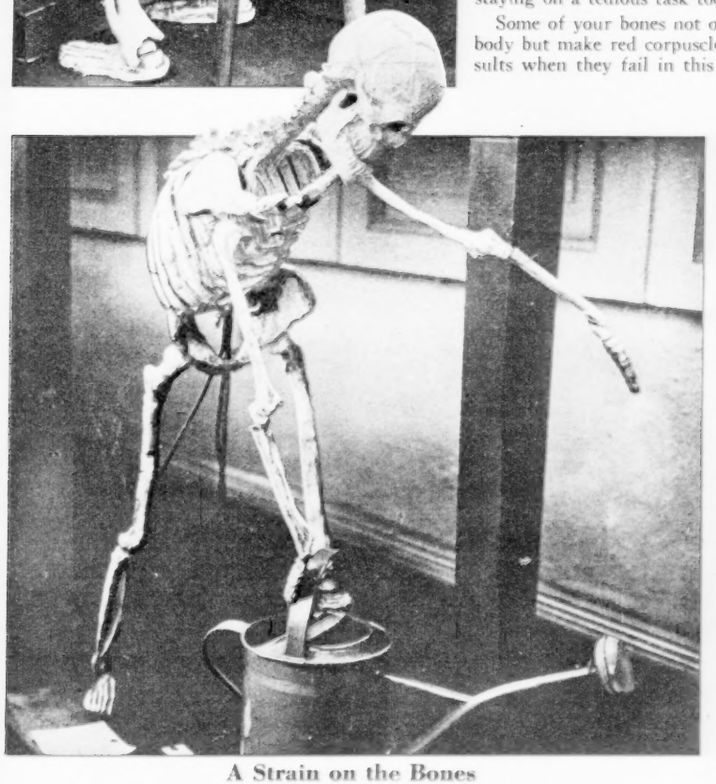


Human Bones

Right and wrong positions at the piano. Figure in foreground is correct.

Skeleton in background shows result of staying on a tedious task too long.

Some of your bones not only support the body but make red corpuscles. Anemia results when they fail in this function.

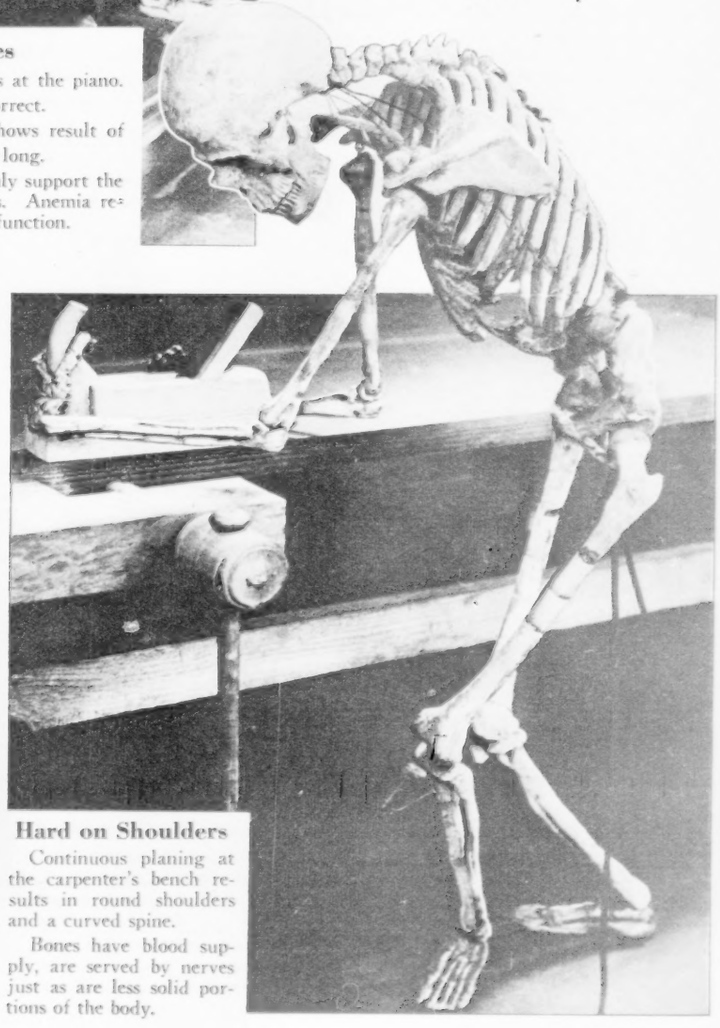


A Strain on the Bones

See what happens to your bones when you pick up a burden.

Bones are mainly calcium, which also can be said of cement, birds-egg shell and stomach pills.

(Paul's photos)



Hard on Shoulders

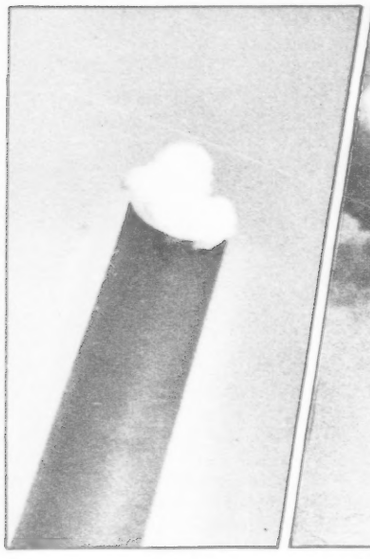
Continuous planing at the carpenter's bench results in round shoulders and a curved spine.

Bones have blood supply, are served by nerves just as are less solid portions of the body.

A Man Is Shot From a Cannon

Human Cannon Ball

. . . *Success Lies In Knowing How To Land*



1. Victor Zacchini is in this cannon, which has just been fired. Note the smoke coming out. The explosion is for show purposes only.

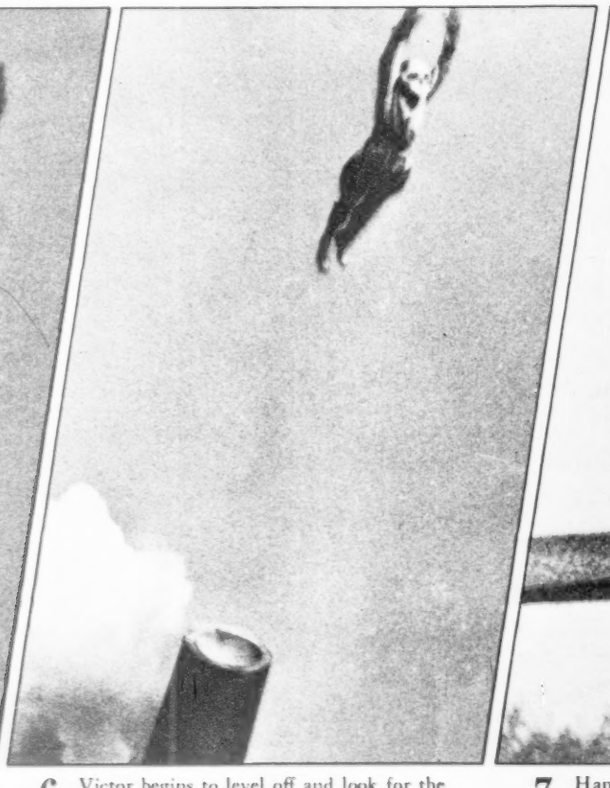
2. Here his head and shoulders are just emerging . . . Victor is one of several sons of an Italian circus owner. Papa got the idea for this stunt 15 years ago when he saw a man tossed from a catapult.

3. He's out of the gun . . . When this stunt first was tried, the Zacchinis used springs to shoot themselves out, but now they get better results with compressed air. The springs sometimes broke.

4. Up he goes . . . The first such cannon was built on the island of Malta in 1922 by Victor's brother, Admundo, an engineer. A dummy was used to test the cannon. The dummy traveled 40 feet, so Admundo took a chance himself.

5. Here Victor still is gaining altitude . . . His brother Admundo broke his leg the first time he tried the stunt. While he lay in the hospital he planned a new and better cannon.

(Minneapolis Star Photos)



6. Victor begins to level off and look for the net below. Notice how he holds his hands straight above his head somewhat in the manner of a diver . . . This act has been a sensation in many European countries as well as in the United States.

7. Happy landing. Knowing how to hit the net is the secret of the entire act, Victor says. He lands on his shoulders, rebounds like this and comes down again . . . Admundo is working now on a cannon to shoot a man 1,000 feet up, so he can come down with a parachute.

For a Small Face

Norma Shearer's small face appears fuller if she parts her hair in the middle. She wears it long to shorten her neckline.

For High Forehead

Carole Lombard's high forehead is corrected by dipping her hair over each eye. Waves over ears soften her wide jaw.

Your Hair

. . . *A Pretty Frame Makes a Pretty Face*

For Heart-Shaped Face

Like all people with heart shaped faces, Claudette Colbert has a high forehead. Bangs conceal nearly half her forehead.

For Square Face

Joan Crawford's face tends toward squareness, so she uses a fluffy hair style. Loose waves soften her features.

Perfect Features

Only girls with almost perfect features, like Ann Harding's, should attempt this severe hairdress.

For Angular Features

Greta Garbo's long bob started a craze. Many women wear long bobs who should not. It softens sharp features.

Beauty

Why do girls seem to grow prettier after they become Hollywood stars? One reason is because they learn to dress their hair to fit the shape of their faces.

Study these types. Choose the face outline that matches yours; then try the hair style. You will be delighted with the result.

Earl Theisen, aided by Max Factor and other Hollywood make-up experts, has prepared this and other picture-articles on beauty which LOOK will publish regularly.

Hairdress Makes You Shorter—Taller!

Frances Drake, pretty starlet, appears short and dumpy at the left, where she is shown with her hair dressed low on the nape of her neck.

But at the right, how different. Her hair is dressed high on her head, making her appear taller and adding to her poise.

NEXT MONTH

Movie Stylists Reveal Tricks of Dress

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